

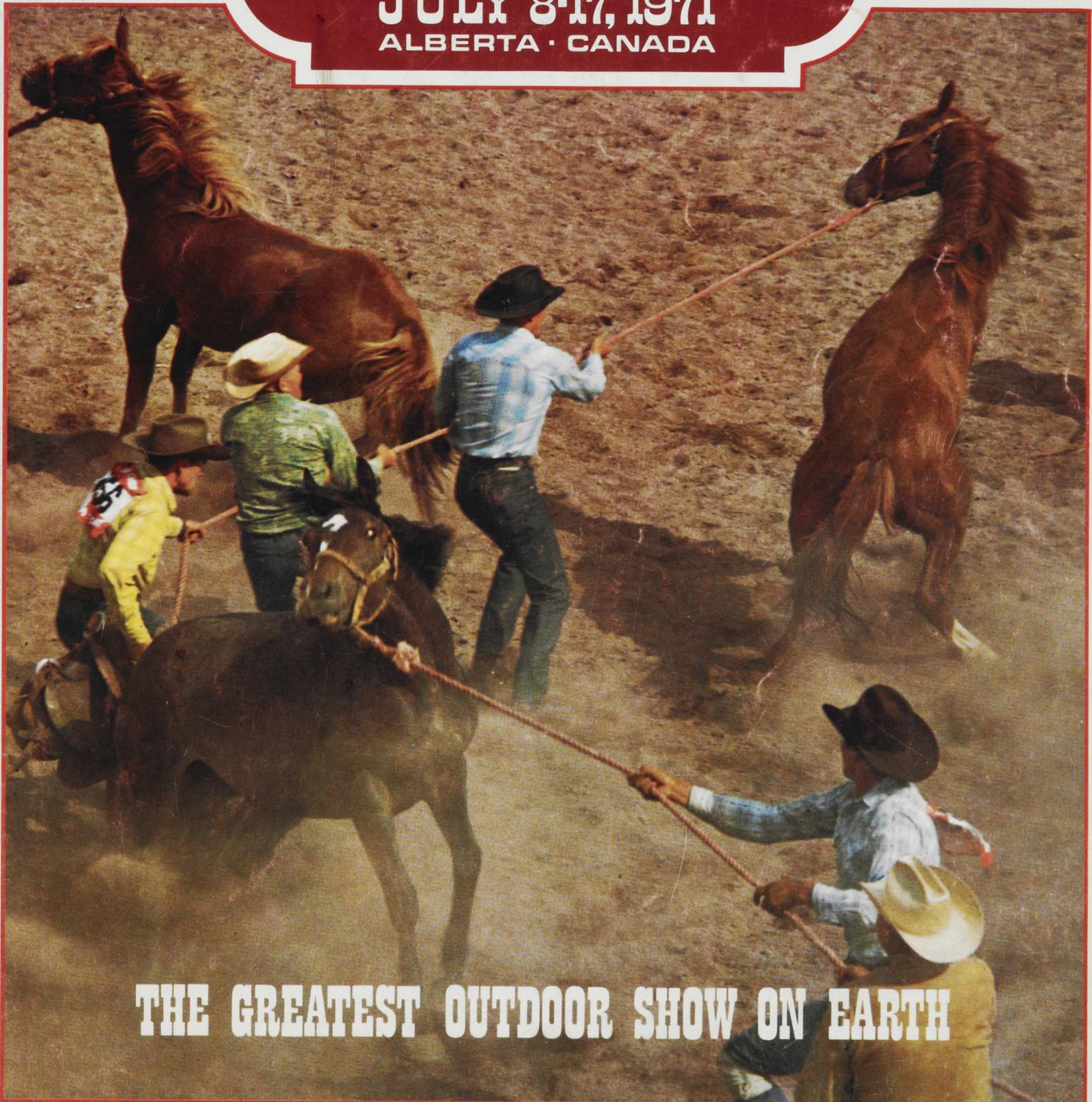
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PROGRAM

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CALGARY EXHIBITION & STAMPEDE

JULY 8-17, 1971
ALBERTA · CANADA



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18 offices in Calgary and District, 110 offices in Alberta, more
than 1,000 offices in Canada and around the world.

Calgary Stampede Souvenir Program

This program was produced by the Publicity Department
of The Calgary Stampede

ED O'CONNOR, BILL PRATT
President General Manager

DON WELDEN,
Publicity and Promotion Manager

Advertising and Program sales by Calgary (Downtown) Kiwanis Club with their share of the proceeds being earmarked for Camp Kiwanis, a summer camp for underprivileged children.

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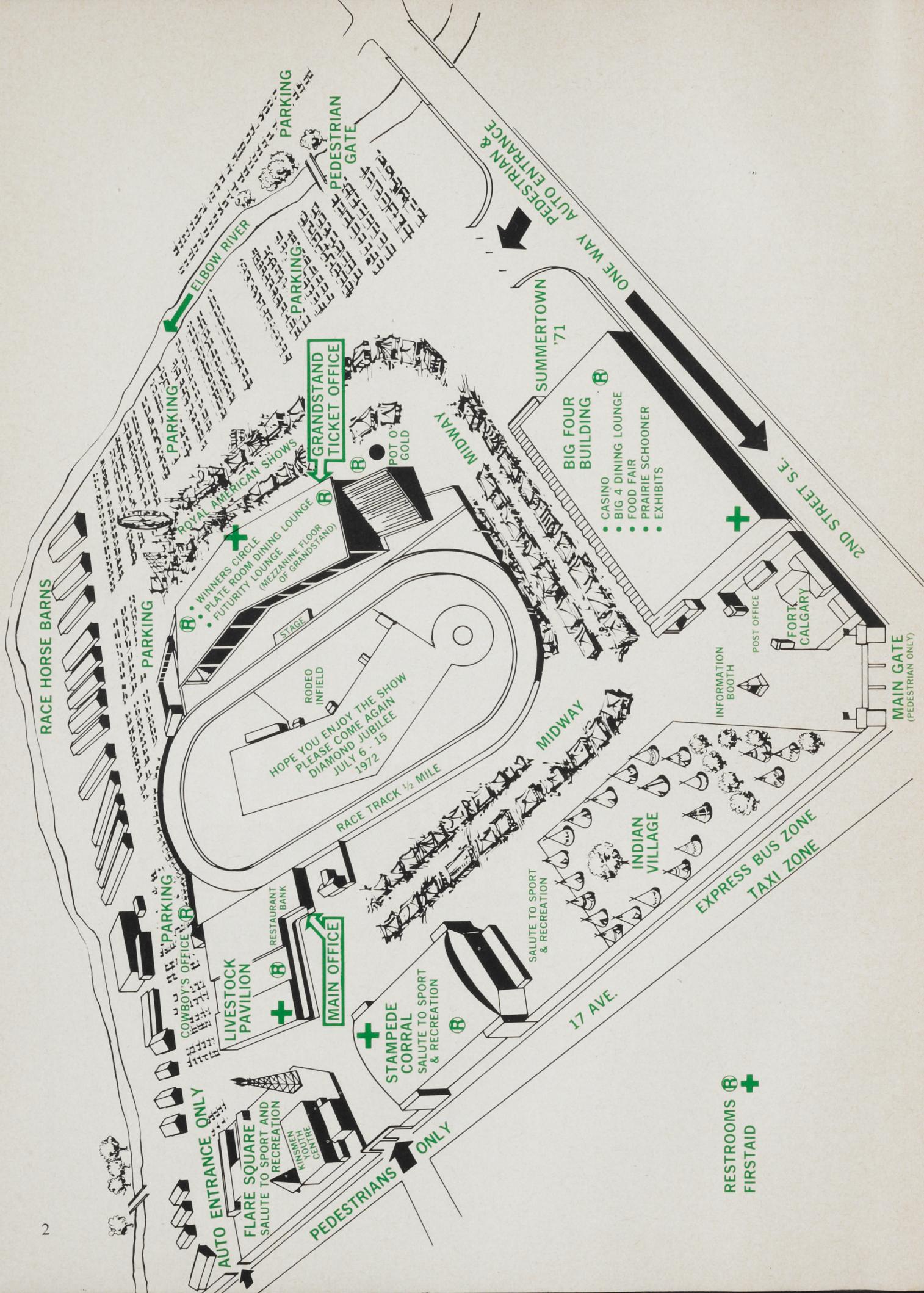


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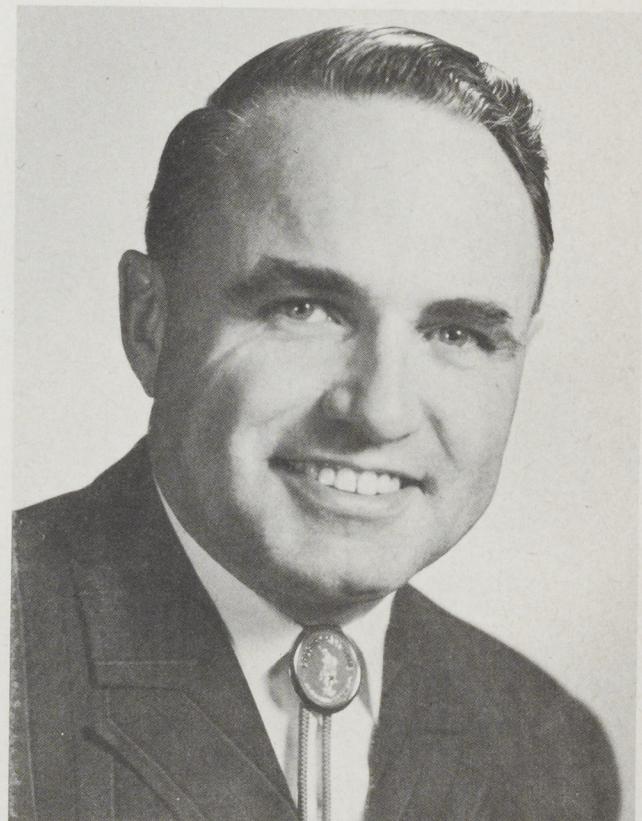
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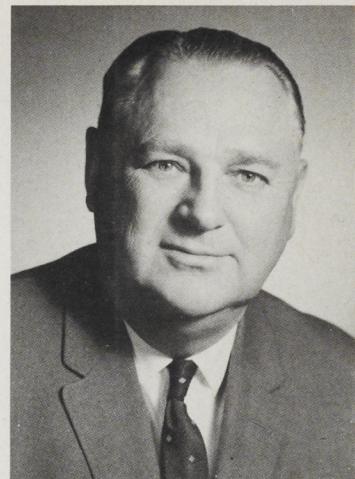
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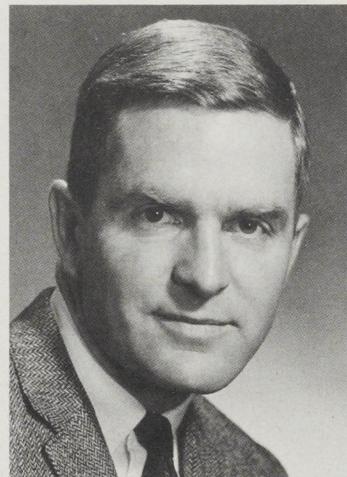
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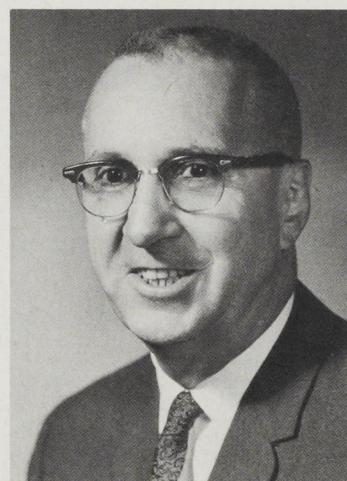
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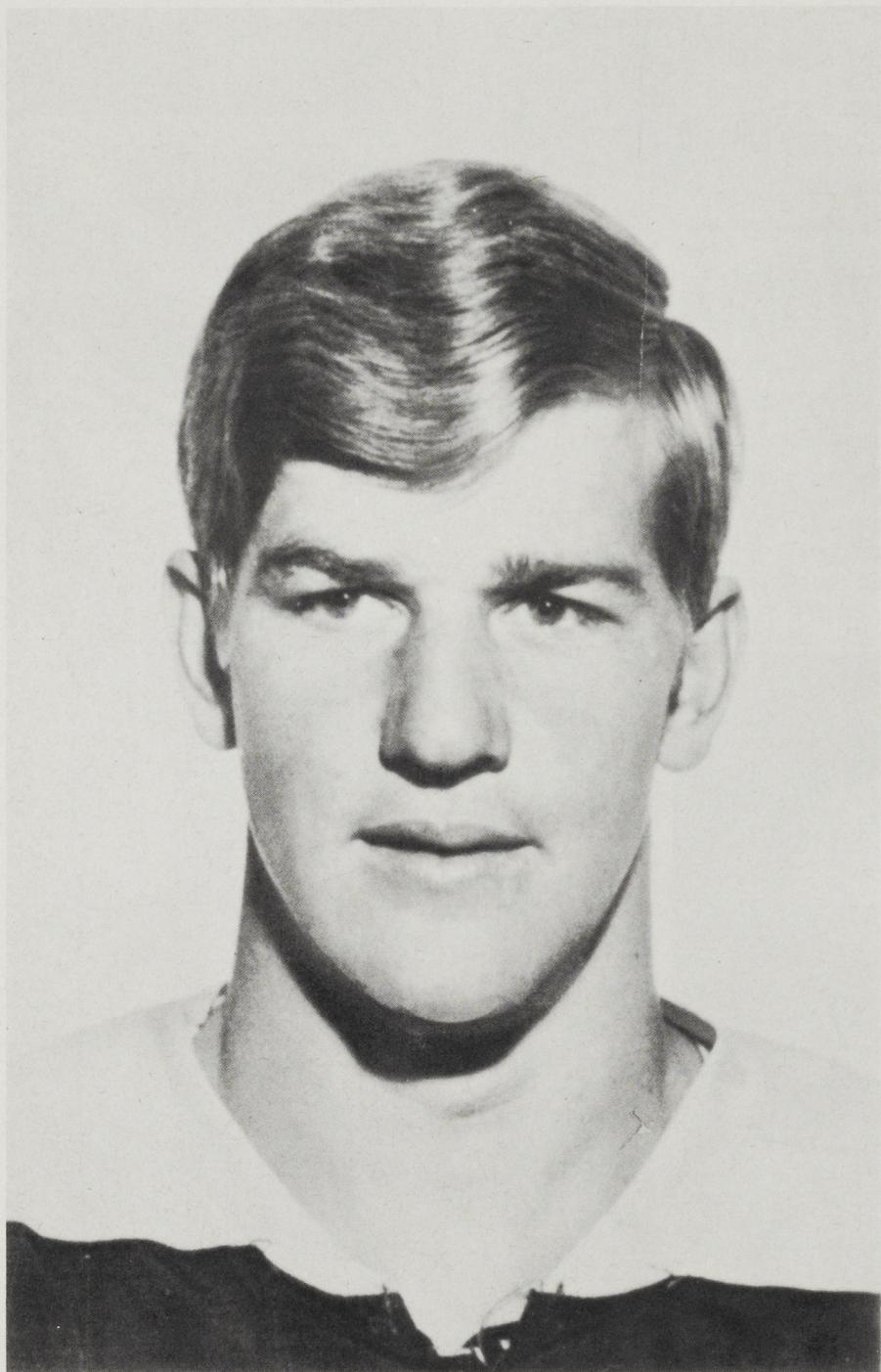
FRECKLES BROWN

Born in Wheatland, Wyoming on January 18, 1921, Warren G. (Freckles) Brown holds the distinction of being the world's oldest competing bull rider. He rode his first bull at 16 and has since been always in the top ranks. He has competed in rodeos all over the world including Montreal in 1967 and many times at the National Finals Rodeo in Oklahoma City.

Freckles has said that the greatest thrill of his career was receiving a standing ovation at the National Finals in 1967 for his ride on a never before ridden bull by the name of Toranado.

Freckles is an Honored Guest of the Calgary Stampede and will be presenting the rodeo prizes.

Guest of Honor to Officially Open the Stampede



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1971 Stampede Queen and Princesses



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QUEEN LESLIE MACDONALD

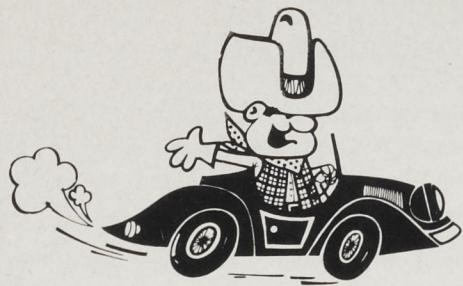


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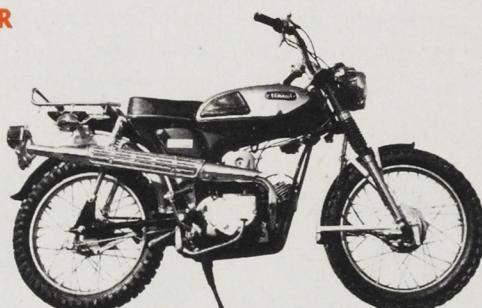
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Rodeo Announcers

WARREN COOPER



SENATOR CLEM McSPADDEN

Senator Clem McSpadden of Claremore, Okl., vividly describes each rodeo event as it happens in the arena. A veteran of fourteen years in the Oklahoma State Senate, Clem is a two time President of that body.

Clem has received many awards from the rodeo world, being selected in 1967 as Rodeo Man of the Year by the International Rodeo Management Commission.

With his wife Donna, and two year old son Bart, Clem ranches on the Tub Handle Ranch in northeastern Oklahoma settled by his grandparents in 1886.

The Voice of Canadian Rodeo, Warren C. Cooper of Nanton, Alberta, will tell patrons the story of the Calgary Exhibition and Stampede as it unfolds on the arena floor.

Coop, as he is affectionately known to thousands of rodeo contestants and patrons across the country, has been the voice of the Calgary Stampede — "The Greatest Outdoor Show on Earth" — for some thirty years.

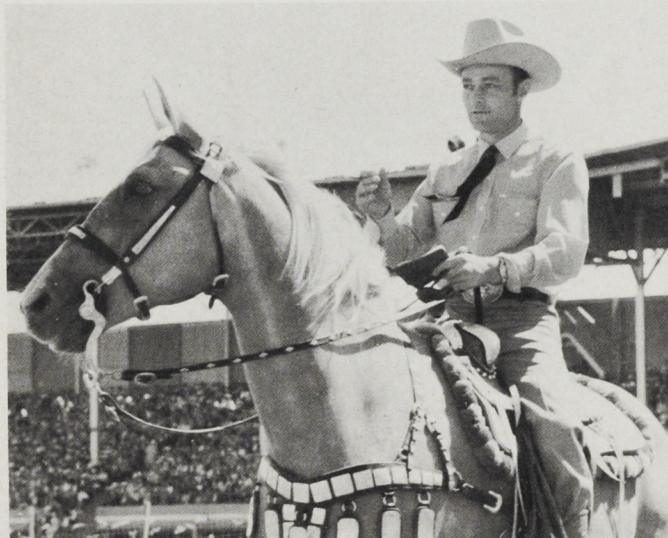
Warren will tell Stampede patrons which contestant is coming out of which chute and will also give the time or points scored by each competitor, and relate historical and personality sketches of the cowboys between events. He also "clowns" with the rodeo clowns, acting as their "straight man" and contact man with the audience.



Arena Director

WINSTON BRUCE

Winston Bruce is no stranger to the rodeo infield, either in behind the chutes or out in front as Arena Director. Born in Stettler, Alberta, Winston has competed since 1952 in rodeo events and became Canadian Saddle Bronc Champion in 1954 and 1955. He was the Professional Saddle Bronc Champion for Canada in 1957 and 1958, and stood second in the World Championships in 1959. Finishing in the top three for the world for seven years, the culmination was in the Worlds Championship he won in 1961. Winston is the Official Arena Director for the Calgary Stampede, having taken over from Dick Cosgrave who retired in 1969.



Bronc Riding Contest With Saddle

Purse
\$10,000 And Trophy

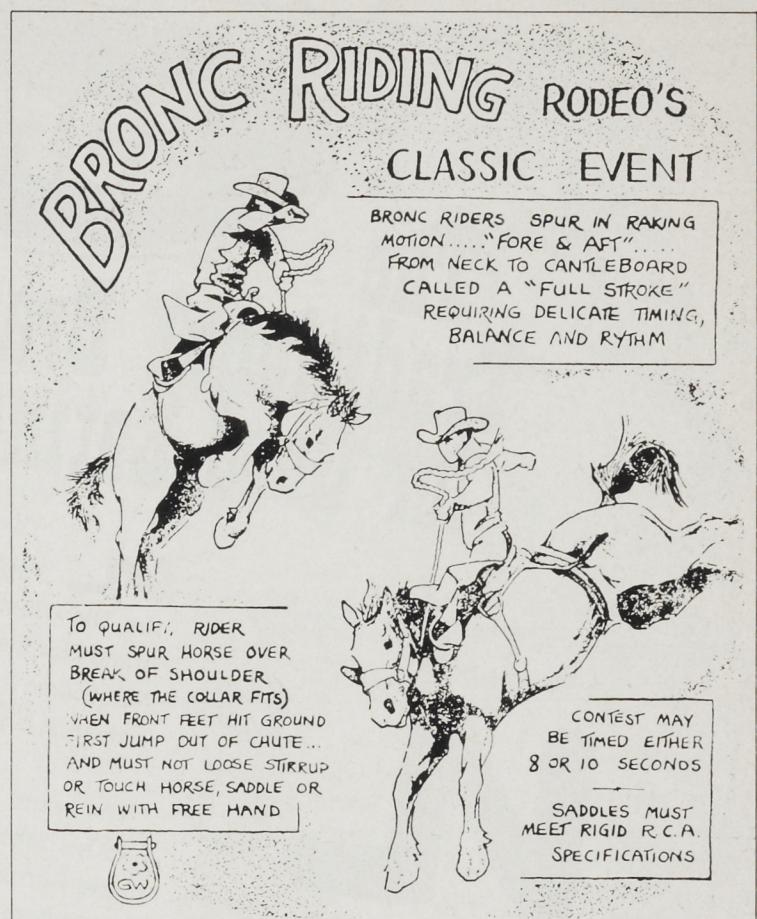
THE PROFESSIONAL BUCKING HORSE

The professional bucking horses of rodeo work less, live as well, and last longer than any other "working horse" in the world. Even more than the slick thoroughbreds cared for on the racing farms, the shaggy, ill-tempered bronc is the pampered prince of the equine kingdom.

Rodeo broncs buck in eight and ten second stretches. Even the busiest bucking horses are rarely turned out of the chute oftener than twice a week or more than thirty times a year. Thus, their "working" year is less than five minutes long.

No one can train a horse to buck. He either likes it or he doesn't. All his owners can do is to give him plenty of rest, feed and water and hope his morale stays high enough that he'll go on trying to flatten every rider who crawls on his back.

A big part of the morale building is letting the horse think he is winning. That's why the bronc ride



in professional rodeo is limited to either eight or ten seconds, depending upon arena conditions.

Bucking horses are at their worst the first twenty jumps from the chute and a cowboy who got past that first storm would have an odds on chance of riding the bronc from there on out.

Cruel treatment of bucking horses is a myth among misguided animal lovers. Besides being specifically forbidden by a set of rules—written in harmony by the Canadian Rodeo Cowboys Association and the Society for the Prevention of Cruelty to Animals—mistreatment of bucking horses would be a good way for any rodeo stock contractor to commit economic suicide. Under-fed horses simply won't buck at all.

The average age of all bucking horses in pro rodeo is somewhere between twelve and fifteen years old and nearly every major bucking string boasts more than one old reliable past twenty.

Burns

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W the most familiar cattle brand in the Old West, although Burns had many brands for his cattle and horses, the reverse NL became the most famous and well known, indeed, it is still in use on Burns cattle today.

The brand best represents Pat Burns' faith in his fellow man, it means "Never Lock", and Burns never had a lock on range gates anywhere.

As Burns cattle operations grew, so the brand became a byword across the West. Today Burns Foods Limited are continuing in the same tradition, and the is today well known as the brand from the Atlantic to the Pacific.



TO MAKE A BETTER MEAL, BETTER MAKE IT BURNS!

Bareback Bronc Riding Contest

Purse
\$9,200 and Trophy

THE RODEO COWBOY

The rodeo cowboy earns no salary, draws no expense allowance, has no guaranteed annual wage. His only income is what he can win in a fiercely competitive sport, where he must win over not only the cowboys he competes against, but the rank animals he competes on. And he must pay for this privilege—entry fees that run up to \$100 per event per rodeo.

The competing cowboy can win more in a minute than most men earn in a month. But, he can be killed or crippled for life by the wild flick of a hoof or the thrust of a horn—and he knows it.

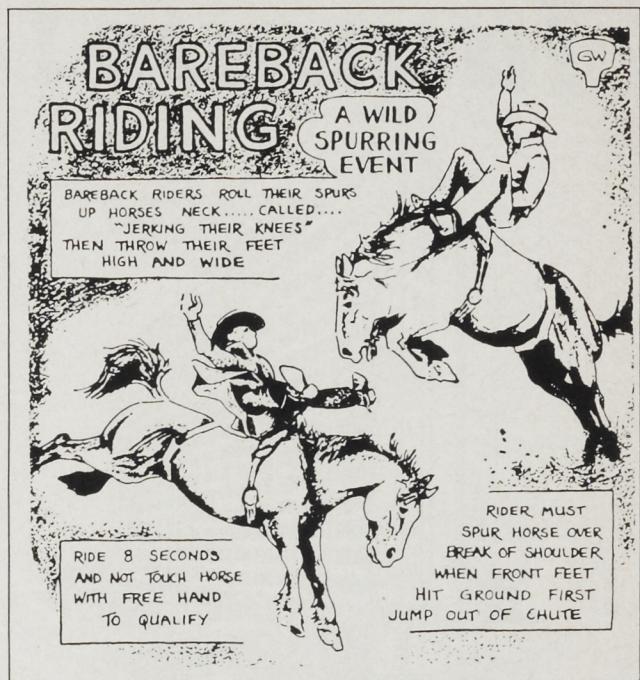
What draws rational men to this contest, where the rules are stacked against the man to favor the animal? The money, you might say. This is part of the answer. If he's good, he might get rich. The world's champion all-round cowboy wins over \$35,000 a year and his travelling expenses and entry fees cost him only half of that.

But if he's only average—and every sport has more also-rans than champions—he'll win closer to \$3,000 a year, slim pickin's indeed in this high-cost era of inflation. Obviously, money isn't the whole answer.

Why does he do it? You can ask the cowboys themselves. Their answers are neither articulate nor very revealing. One battered veteran puzzled long over this strange question and answered at length: "well, I'm sure not bothered by insurance salesmen."

The answer lies in the nature of men who answer a challenge—the challenge of a bronc "that can't be rode" or a roping time that can't be bettered. It is not an unusual phenomenon. The pioneers answered the challenge of the wilderness. The businessmen answer the challenge of new markets. Man still answers the smaller challenge of unclimbed mountains while he prepares to answer the greatest challenge — travel in space.

The cowboy competes partly from boastfulness, partly on a bet and partly from sheer bravery. He chooses rodeo because he's willing to ride against the odds as long as he can ride in freedom.



In saddle bronc riding, if he draws an animal he's never seen before, he'll find out how he bucks, how best to set his saddle and where to take the rein. Who does he ask? The other bronc riders who are trying to beat him.

In steer wrestling, whether he wins depends on how fast he can catch a running steer jumping from the back of his highballing horse. To keep the steer running straight, he asks someone to haze for him. Who does he ask? Another steer wrestler entered in the same event.

It doesn't occur to a cowboy that he can improve his own chances of winning by lying just a little about the broncs or slowing up just a touch on the steers. In any other sport, this would be called sportsmanship, a word seldom heard in rodeo.

In rodeo this is a quality of honesty so taken for granted that it doesn't have a name. It's simply part of being a man.

The cowboys' herds nowadays are whizzed down super-highways in big trucks by contract hauler. His cattle are calmed by tranquilizers and branded in chutes. He may ride the range in a pickup truck and turn on the television at night like everybody else. But in the arena he's still a cowboy. There you'll find him, a sound horse under him, a stout rope in his hand, riding the last frontier.

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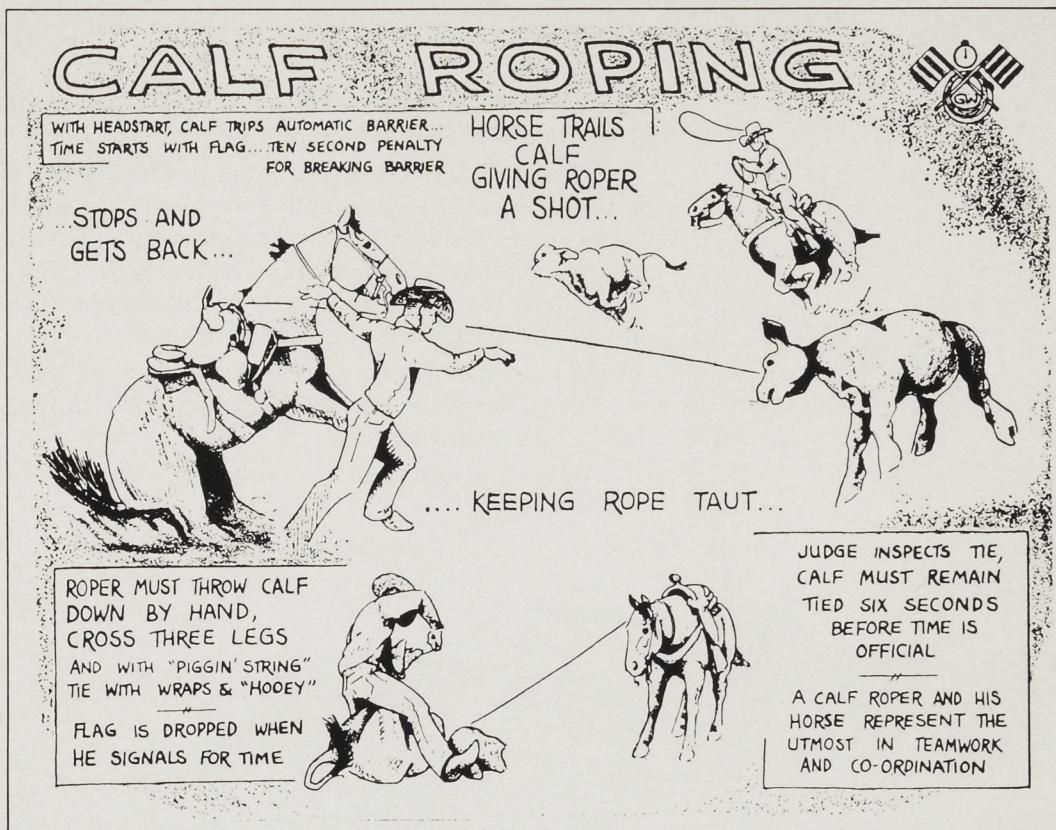
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Calf Roping Contest

Purse \$9,200 And Trophy



PRIZE MONEY

A rodeo's prize money payoff actually is a combination of the purse money put up by that rodeo's committee and entry fees paid by each cowboy who is competing there.

This total is divided in established percentages based on the number of go-rounds at that rodeo. (To define a go-round, this is when each contestant has competed on one head of stock, comparable to tournament golfers being paid after each eighteen holes.)

The number of go-rounds decided upon is a simple matter of arithmetic; the number of entries in an event versus the number of performances to be held. The rodeo committee and their stock contractor normally determine how many go-rounds are to be held.

After the pre-determined number of go-rounds are completed and paid off, the highest total markings—in riding events—and the lowest total times in roping

and steer wrestling events—result in another and final payoff called "the average".

When prize money for each go-round comes to less than \$1,000.00 only four places are paid, in percentages of 40, 30, 20 and 10 percent. And this rule applies to the average as well.

If, however, the go-round total is \$1,000.00 or more, size places must be paid, split in the following percentages: 34, 26, 19, 9, 7 and 5. Again this also applies to the average.

With only two go-rounds held, go-rounds and average are equal in money; but for three go-rounds, the average payoff rises to one and one-half that in each go-round; in four go-rounds, the average is pushed to twice the amount of each go-round; and with five or more go-rounds, the average must total three times the amount in a go-round.

the  Bay

In 1875, the North-West Mounted Police arrived to bring law and order to this brawling, rambunctious territory.

The Hudson's Bay Company came to Calgary the same year as the police. Then they called us the Great Traders of the Great West. We supplied the gun powder and canoes, the calico and whalebone corsets. The necessities that helped turn a tent town into a city . . . and the endless prairie into one of the Nation's richest ranchlands.

Visit us during your stay in Calgary. We're at 1st St. S.W. between 7th and 8th Avenues, at the centre of what's happening downtown.

The Bay . A proud past . . . an exciting future.



he Bay opens up the north-west

(CALGARY MARKET MALL AUG. '71.)

Steer Wrestling



Purse

\$9,200 and Trophy

Rodeo Officials

Those who judge rodeo events must be C.R.C.A. members in good standing and active contestants themselves. Where purse money is \$500.00 or over per event judges must be approved by the Association. A judge's decision is final. Later proved in error, he can be denied further judging jobs. Wages run from \$25 to \$100 per day depending on the size of the rodeo.

RIDING JUDGES draw all stock to be ridden. Identified by number, animals for each event are selected lottery fashion, i.e., rider's name is called then a number picked sight unseen from the total, usually held high in a hat over the judge's head.

Marketing rides, judges post themselves on either side of the chute gate, allowing animal and rider to come out between them. Action is marked separately;

figures used are 1 - 25 on the rider's action, 1 - 25 on the animal's antics. The four markings are total for the score.

FLAG JUDGES monitor time events (steer wrestling and all roping). Stock is drawn the same way as in riding events. Time is taken between flags, one judge at the starting scoreline, the other in the field.

LINE JUDGE decides legality of the start, field judge signals completion of the tie or thrown steer, as case may be. In roping events field judge must allow six seconds after signalling for time, to see if tie holds. If animal kicks free in that period, roper gets no time. The same men may serve as judges in both riding and timed events.

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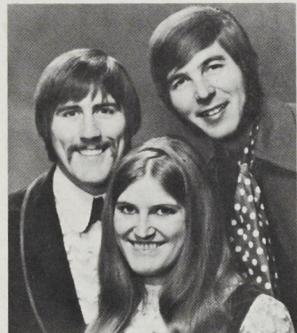


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Wild Cow Milking Contest

Purse \$1,260 And Trophy

When the signal to start is given, a troop of cowboys dash madly down the arena and into the herd. Their ropers follow on horseback. As soon as a rider gets his rope over the head of a cow, he dismounts from his horse, "anchors" the cow at the end of his lariat and that is the signal for the milker to get into action.

Trying to make a wild cow hold still long enough

to pump a couple of inches of milk into a small milk bottle is a feat in itself.

Assuming that he does manage to obtain his required two inches of milk, he then runs back to the judges' stand at the west end of the arena.

The contestant with the required amount of milk in his bottle who gets there the fastest, is adjudged the winner.

Brahma Bull Riding Contest

Purse \$9,200 And Trophy



Riding to be done with one hand and loose rope, with or without hand hold. Rope must have bell. Bull will be ridden eight seconds. Rider will be disqualified for being bucked off or touching animal with free hand. (Synopsis R.C.A. rules)

RODEO CLOWNS

Clowns in rodeo are not specialists in comedy. They are there to prevent tragedy. They are brave men first and funny men only secondarily. And the real reasons for their presence in the arena — the bucking bulls — is no laughing matter.

Despite their bulk Brahma Bulls can move like panthers, they hold no fear of man or horseback either and will attack without hesitation. For that reason, mounted pick-up men cannot be used to help rescue the cowboy. The bulls simply won't let horses get close.

The clown moves in to distract the bull, to allow the cowboy to reach safety.

Often you will see the wildly garbed clowns competing in contest events — wrestling steers or riding broncs — but few contestants have any desire to trade jobs with the rodeo clown. His is a lonely profession.





Boys' Wild Steer Riding Contest

Purse \$1,270 And Trophy

The old-timer sat atop the corral fence and chuckled as he watched 10- and 12-year-old youngsters try to ride fiery young steers.

"So long as we have youngsters who will take part in this event — the wild steer riding event at the Calgary Stampede — we'll never run out of cowboys for the major events at the Stampede."

Many champions in major rodeo events obtain their first lesson in riding wild stock in the steer riding event at the Calgary Stampede. Their equipment is simple. All they need when they enter is a soft cotton "bull rope". Show officials supply the livestock and the cowbell.

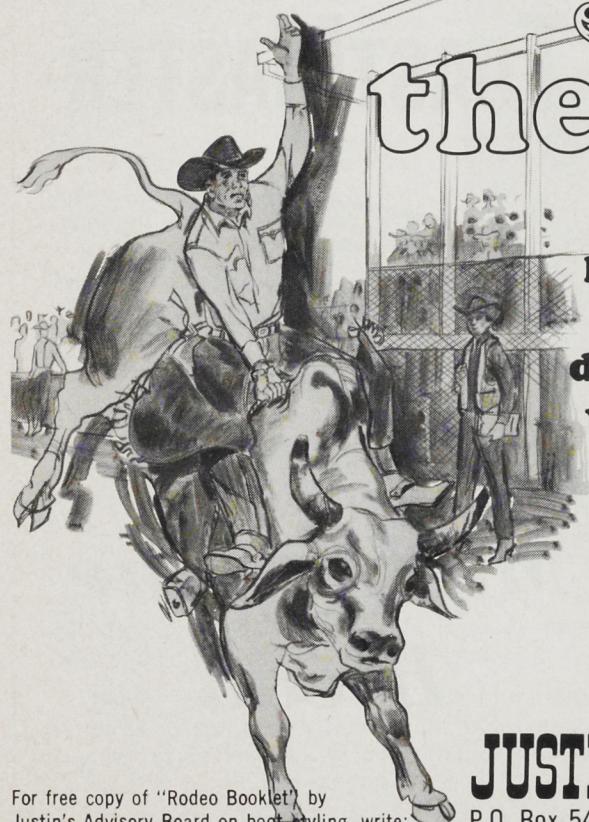
Each contestant is required to stay aboard his animal for the required number of seconds and if he moves his feet fore and aft, he can chalk up additional points.

In addition to day-money, the youngsters can win final money and some beautiful trophies.

The steers and young heifers used in this event are chosen with great care. Officials attempt to grade the animals for size and weight so that each youngster gets an equal chance to display his riding ability.

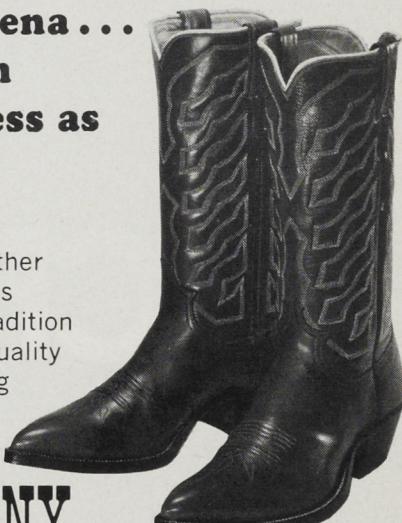


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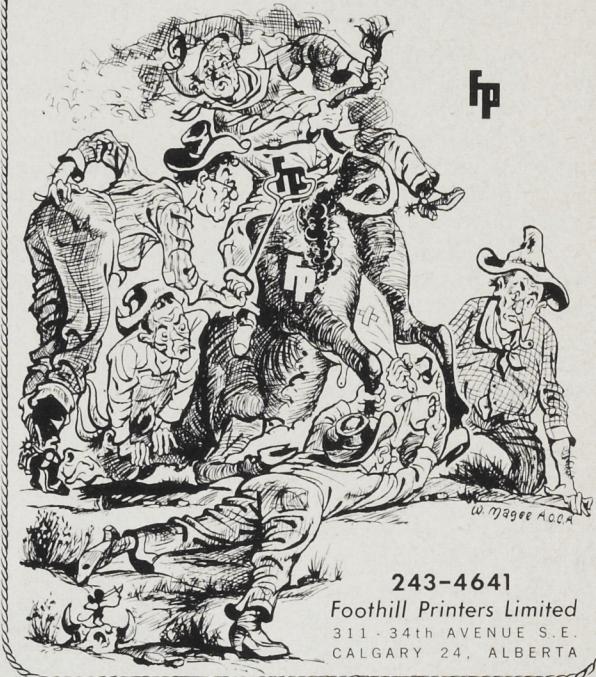
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Rangeland Derby Outfits will compete for more than \$44,000 in Cash Purses

A sage once said that "imitation is the sincerest form of flattery". This is certainly true of the world's strangest and most exciting horse race, the famous Rangeland Derby or Chuckwagon Race, one of the features of the annual Calgary Exhibition and Stampede.

Since the event gained world-wide publicity by reason of its wildness and thrills, other places in Canada and the United States have tried to copy it but with little success because it is a race that has its roots in the range districts of the Canadian west and with its wagons, outriders and the scores of horses which are required to stage it properly, it is much too expensive to cart around on the scale at which it is presented at the Calgary Stampede.

The chuckwagon race originated at the 1923 Calgary Exhibition and Stampede. It stemmed from a wild dash across the prairie, raced by a bunch of roundup wagons as the cowboys headed for town after the roundup had been completed. Guy Weadick, originator and first manager of the Calgary Stampede, visualized a race where the roundup wagons could participate but under a clear set of rules.

The first series of races was planned and held in 1923, and from that day on the race has grown in interest and public appreciation.

At the present time the chuckwagon races at the Calgary Exhibition and Stampede involve a purse distribution of \$44,000. The rules of the race are simple enough. One entry consists of a regulation roundup wagon but one which is stripped to the bare essentials. It is hauled by four thoroughbred horses and is flanked by four mounted outriders. There are usually four wagons to each heat which means that when the race is ready to start, 32 horses and four wagons are involved.

Before the start of the race, the four outfits take up places in the centre field. Tent poles and canvas are slung from the back of each wagon and the cook stoves must be on the ground.

All the outriders are dismounted. At the starting

signal, one man throws the tent poles back into the wagon. Another snatches up and tosses the stove into the wagon. By this time the driver has gotten the team into action. He is required to drive around a set of barrels so as to execute a figure "8". He then heads his team and wagon for the racetrack and the wild half-mile dash begins. The wagons which make the best time in each heat are the winners of the day's money and the outfit which chalks up the best time for the week is the winner of the big final money.



Numerous penalties can be assessed against the entrants if they fail to comply with the rules. A whole battery of judges and officials watch every yard of the race from vantage points, and woe betide the outfit which infringes upon any of the many rules.

"The chuckwagon races as staged at the Calgary Stampede make the old Roman chariot races look pretty tame," one Hollywood motion picture director stated after seeing the races for the first time.

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Yesterday's western towns are becoming today's urban centers with exciting planning and development. To meet the needs of growing cities, we construct complete residential communities from earthwork to paving. For city and commercial needs we build major freeways like Calgary's Crowchild, Blackfoot and Shaganappi trails as well as commercial parking lots — and we're proud to be part of every step forward and westward.

STANDARD-GENERAL

CONSTRUCTION LIMITED

Calgary, Edmonton, Vancouver
A Division of BACM Industries Limited
Winnipeg, Manitoba.

Wild Horse Race Contest

Purse \$2,250 And Trophy Plus \$750.00 For Winning Team



The wild horse race is a team event. It requires three men to handle a wild horse and the race is run in this manner. Sixteen outlaws are "spilled" down the runways and into the sixteen chutes in the Stampede arena. Each chute holds one horse. A sixteen-foot rope is attached to the halter of each horse, and the team of three men take up positions. At a signal from the starter, all 16 chute gates are thrown open and out come 16 wild unmanageable horses who previously to being shipped to the Calgary Stampede, had not been touched by human hands.

In this particular contest, all the teams draw for their horses. It is not a question of dashing to the chutes in quest of a small horse or a mild looking one. They draw for chute numbers and they must accept the horse that finally winds up in this particular chute.

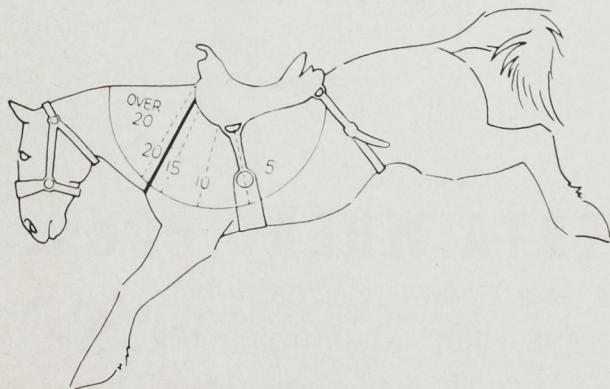
HINTS ON JUDGING

In all the riding events the animal is scored on the basis of 1 to 25 points depending on his ability to upset a rider. Rider is scored also from 1 to 25 points on control of the ride, style and the important item of spurring.

Credit is to be given the rider who opens up on a horse right out of the gate, not feeling him out for a few jumps until some of the sting is gone.

Bronc riders spur with a raking motion; ideally, from high as they can reach in the neck to the cantle, called a full stroke. The most obvious deciding factor that culls the men from the boys is the spurring done ahead of where the collar fits. Spurring means just what it says, not just waving your feet around.

(With toes out, spurs against horse)



| | | |
|---------------------|----|--|
| NEAR PERFECT | 25 | Extending stroke well over break of shoulder to high in neck |
| Better than Average | 20 | High in shoulders but not consistently getting over break |
| AVERAGE | 15 | Reaching between flat of shoulder to high in shoulder |
| Weaker than Average | 10 | Front of cinch to flat of shoulder |
| SORRY | 5 | Not getting ahead of cinch |



HAND CHEMICAL INDUSTRIES LIMITED

MILTON, ONTARIO

PAPINEAUVILLE, QUEBEC

Suppliers of Fireworks for all important
national events for over 97 years.

PRODUCERS OF QUALITY PLASTICS

Houseware — Medical Ware
Food Service



**someone's
very happy.**

The good things in life
come in a Birks box.
Sterling silver, fine
jewels, diamonds and
pearls. China, crystal,
leathers. Objets d'art
from around the world.

BIRKS
JEWELLERS

*Howdy Friends!
Welcome to the
Stampede!*

MEET YOUR NEIGHBORS
AT THE
COOP CENTRE
IN THE BIG 4 BUILDING



ALBERTA WHEAT POOL

A FARMER-OWNED CO-OPERATIVE
SERVING THE FIRST INDUSTRY OF THE WEST!

1970 Champions



LARRY MAHAN



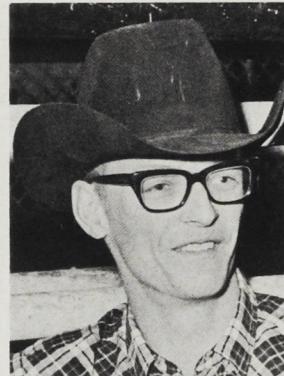
ARNOLD HARAGA

1970 World All-Around Champion

1970 Canadian All-Around &
Steer Wrestling Champion



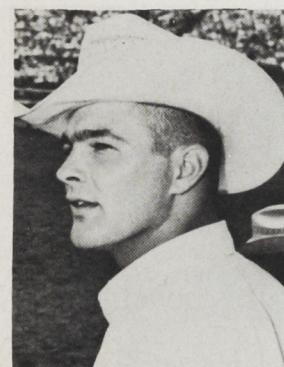
DENNIS REINERS



JERRY SINCLAIR

1970 World Saddle Bronc Champion

1970 Canadian Saddle Bronc Champion



PAUL MAYO



DALE TROTTER

1970 World Bareback Champion

1970 Canadian Bareback Champion

1970 Champions



GARY LEFFEW

1970 World Bull Riding Champion



DALE FUHRIMAN

1970 Canadian Bull Riding Champion



JUNIOR GARRISON

1970 World Calf Roping Champion



LORNE WELLS

1970 Canadian Calf Roping Champion



JOHN W. JONES

1970 World Steer Wrestling Champion



TOMMY DORCHESTER

1970 Worlds Champion
Chuckwagon Driver

STAMPEDE

Down to the Paralyzer

CONTINUOUS MUSIC FROM 5:00 p.m. - 2:00 a.m. NIGHTLY



Wayne Brent Show



The Drylanders

Featuring

**Wayne Brent Show
With Heather Stone**

&

The Drylanders

Doug Painter And His Trumpet

SING ALONG

WITH CARL PETZELT

Nightly in The Kings Arms Tavern

**NORMAN SPUNT &
HIS HONKY TONK PIANO**

Nightly in The Rimrock Lounge

The Drylanders

In the Lobby 11:30 A.M. - 1:30 P.M.

STAMPEDE MENU

- Stampede Hot Beef Sandwich — on a french bun.
- Ranch Hand Special — French loaf filled with Ham, Cheese, Turkey, Tomatoes & Lettuce.

Refreshments
Served



in the Real Old
Western Style!

THE **Palliser**

PROGRAMME . . . THURSDAY, JULY 8th

MORNING

9:00 a.m. — **Youth Parade.** Proceeds east on 9th Avenue from 8th St. S.W. to 2nd St. S.E. Parade Marshall — Barbara Simpson. Followed by Downtown Attractions.

9:00 a.m. — **Flare Square Corral Activities** begin.

9:30 a.m. — **\$75,000 Giveaway Pot O' Gold booths** open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 a.m. — **Stampede Futurity Sweepstake** booths open. Sweepstake final draw September 4.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. daily — Upper Floor. The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments. Indian handicrafts, Food Fair, Photo Salon.

11:00 a.m. — **Prairie Schooner** — Lower Floor Big 4 Building. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor — open daily except Sunday.

AFTERNOON

12:00 Noon — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand; also Futurity Lounge. Closed Sunday.

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian Activities — Handicraft sales booth open to 9 p.m.

1:45 p.m. — **Grandstand Infield. Championship cowboy contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions** — **Dave Merrifield Helicopter Act, Wild Buffalo Ride & Buster the Killer Bull.**

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

2:00 p.m. — **Official Opening of Flare Square.** Free Exhibit depicting the Calgary Exhibition and Stampede's official theme for 1971 "Salute to Sport and Recreation". Will be opened by The Honourable John Munroe, Minister of National Health and Welfare.

5:00 p.m. — Open Chicken Dancing — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band Music** in front of the Grandstand.

7:15 p.m. — **World famous Chuckwagon Races.**

8:00 p.m. — **Official Opening** of the 1971 Calgary Exhibition and Stampede, by Bobby Orr of the Boston Bruins.

8:15 p.m. — **Grandstand Show, featuring The Young Canadians of the Calgary Stampede, in a tremendous musical production interspersed with top variety acts.**

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the grandstand show.

11:15 p.m. — **Draw for \$2,500 in gold.**

12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.

FRED DEEVES & SONS LTD.

PROGRAMME . . . FRIDAY, JULY 9th

MORNING

8:30 a.m. — **Special Children's Day Performance** — Grandstand. Features pony chuckwagon races, pleasing stage acts and other features. Free draw for a Calgary Herald trip to Disneyland and other valuable prizes.

9:00 a.m. — **Flare Square Corral Activities** begin.

9:00 a.m. — **\$75,000 Giveaway Pot O' Gold** booths and **Stampede Futurity Sweepstake** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 4.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. daily — Upper Floor. The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, Photo Salon.

11:00 a.m. — **Prairie Schooner** — Lower Floor Big 4 Building. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino in the Big 4 Building**. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily except Sunday.

AFTERNOON

12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**. Closed Sunday.

12:00 Noon — **Flare Square** — Outside Display "Salute to Sport and Recreation".

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian Activities — Handicraft sales booth open to 9 p.m.

1:45 p.m. — **Grandstand Infield**. Championship cowboy contests. A full slate of rodeo events with the world's top cowboys. **Special infield attractions — Dave Merrifield Helicopter Act, Wild Buffalo Ride & V-61, The Bull that's never been ridden.**

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 p.m. — Open Chicken Dancing — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band Music** in front of the Grandstand.

7:15 p.m. — **World Famous Chuckwagon Races**.

8:00 p.m. — **Presentation of Gifts** to Stampede Queen Leslie MacDonald and Princesses Wendy Copithorne and Shirley Inkster. Grandstand Stage.

8:15 p.m. — **Grandstand Show, featuring The Young Canadians of the Calgary Stampede, in a tremendous musical production interspersed with top variety acts.**

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the Grandstand Show.

11:15 p.m. — **Draw for \$2,500 in gold.**

12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.

Plumbing and Mechanical Contractors, Industrial Refrigeration, Fire Sprinkler Systems
1313 - 16th Avenue S.W., Calgary, Alberta.

Phone 244-8951



Boot Cut Lee RIDERS®

...Especially designed for extra full fit over cowboy boots! The new look in Lee Riders® is the "Boot Cut" in addition to slim or regular. These authentic Western pants (as West as West can be) are cowboy-tailored for a slim, snug fit from waist to knee, then slightly flared for extra room over boot tops and heel. No matter how far you stretch or bend, there's no need to continually pull or adjust pant legs down over boots...

Lee Riders® "Boot Cut" keeps 'em in the right place. And, Lee's exclusive Western denim is built for extra rugged wear, and Sanforized® for lasting fit. Look for this branded **LEE** Label...at better stores everywhere.



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P.O. Box 850,
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NATIONAL SALES OFFICE
No. 1 Alma - Mart A,
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PROGRAMME . . . SATURDAY, JULY 10th

MORNING

8:00 a.m. — **Heavy Horse Display** — Grandstand Infield — Free Attraction.
9:00 a.m. — **Flare Square** Corral Activities begin.
9:00 a.m. — **Polo Game** — Grandstand Race Track — Free Attraction.
9:30 a.m. — **\$75,000 Giveaway Pot O 'Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.
9:45 a.m. — **Heavy Horse Display** — Grandstand Infield — Free Attraction.
10:00 a.m. — **Stampede Futurity Sweepstakes** booths open. Final draw September 4.
10:45 a.m. — **Polo Game** — Grandstand Race Track — Free Attraction.
11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2:00 p.m., 4:00 p.m., 6:00 p.m. and 8:00 p.m. daily — Upper Floor. The modern **Big 4 Building** has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, Photo Salon.
11:00 a.m. — **Prairie Schooner** — Lower Floor **Big 4 Building**. Enjoy a cool "malt" beverage and delightful entertainment.
11:00 a.m. — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.
11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor — open daily except Sunday.

AFTERNOON

12:00 Noon — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest best lighted and equipped midway in the world. Open until midnight.
12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**. Closed Sunday.
12:00 Noon — **Flare Square** — Outside Display "Salute to Sport and Recreation".
1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian Activities — Handicraft sales booth open to 9 p.m.
1:45 p.m. — **Grandstand Infield**. Championship cowboy contests. A full slate of rodeo events with the world's top cowboys. **Special infield attractions — Dave Merrifield Helicopter Act and Wild Buffalo Ride**.
1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.
5:00 p.m. — Ladies Dance Competition — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.
6:30 p.m. — **Band music** in front of the grandstand.
7:15 p.m. — **World Famous Chuckwagon Races**.
8:15 p.m. — **Grandstand Show, featuring the Young Canadians of the Calgary Stampede, in a tremendous musical production interspersed with top variety acts**.
9:00 p.m. — Open Indian Dancing in the **Indian Village**.
10:00 p.m. — Colourful display of **Fireworks** following the grandstand show.
11:15 p.m. — **Draw for \$2,500 in gold**.
12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.

Way back in 1912, when Calgary
ran the first Stampede,
the favorite brand of cigarettes
was the same one
you'll find here today.



The real cigarette for real people

PROGRAMME . . . SUNDAY, JULY 11th

MORNING

9:00 a.m. — **Flare Square Corral Activities** begin.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. daily — Upper Floor. The modern **Big 4 Building** has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, Photo Salon.

AFTERNOON

12:00 Noon — **\$75,000 Giveaway Pot O' Gold** booths and **Stampede Futurity Sweepstake** booths open in the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 4.

12:00 Noon — **Royal American Shows** on the Midway — only rides today.

12:00 Noon — **Flare Square** — Outside Display "Salute to Sport and Recreation".

12:30 p.m. — **Polo Game** — Grandstand Race Track — Free Attraction.

1:00 p.m. — Official Opening of **All Indian Pow-Wow Day**, in the **Indian Village**.

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian Activities — Handicraft sales booth open to 9 p.m.

1:20 p.m. — **Final Heavy Horse Judging** — Grandstand — Free Attraction.

2:00 p.m. — **Grandstand Free Show — Today only. Top variety program, featuring Catherine McKinnon, Ireland's Travelling People and other top variety entertainment.**

3:30 p.m. — **Final Polo Game** — Grandstand — Free Attraction.

5:00 p.m. — **First Go Round** — World Chicken Dance Competition — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

7:15 p.m. — **Grandstand Free Show — Today only. Top variety program, featuring Catherine McKinnon, Ireland's Travelling People and other top variety entertainment.**

WIN \$75,000 GIVE-AWAY GIVE-OFF POT

THIS IS AN
OFFICIAL PROJECT OF THE
CALGARY
EXHIBITION
& STAMPEDE

GRAND PRIZE \$50,000
To be awarded Saturday, July 17 at
12 midnight. Draw to be made at the
Grandstage Stage

**PLUS: 8 DAILY PRIZES OF
\$2,500 EACH**
To be awarded July 8, 9,
10, 12, to 17 at the main
midway south of grandstand.
Pot 'O Gold booth on midway

FIVE CONSOLATION PRIZES OF \$1,000 EACH
To be awarded Saturday, July 17 after the draw for the
grand prize at 12 midnight.

TICKETS:
\$1.00 each or Book of 7 for \$5.00. Available
only on the Stampede Grounds, (Victoria Park)
July 8 to 17. Tickets are sold by the Calgary
Jaycees.

YOU DON'T HAVE TO BE PRESENT AT THE DRAW TO WIN! NO MATTER WHERE YOU LIVE — YOU WILL BE AWARDED TO YOU.

PROGRAMME . . . MONDAY, JULY 12th

MORNING

9:00 a.m. — **Stampede Parade** — The Parade moves off at 9 a.m. sharp in downtown Calgary. Featuring Indians, cowboys, pioneers, bands and decorated floats. Parade Grand Marshal Prime Minister Pierre E. Trudeau.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. daily — Upper Floor. The modern **Big 4 Building** has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' & school work departments, Indian handicrafts, food fair, photo salon.

11:00 a.m. — **Prairie Schooner** — **Lower Floor Big 4 Building**. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino** in the Big 4 Building. A real western Casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

AFTERNOON

12:00 Noon — **Winners' Circle and Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

12:00 Noon — **\$75,000 Giveaway Pot O' Gold** booths and **Stampede Futurity Sweepstake** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 4.

12:00 Noon — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

12:00 Noon — **Flare Square** — Outside Display "Salute to Sport and Recreation".

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian activities — Handicraft sales booth open to 9 p.m.

1:00 p.m. — **Flare Square Corral Activities** begin.

1:45 p.m. — **Grandstand Infield. Championship Cowboy contests**. A full slate of rodeo events with the world's top cowboys. Special infield attractions — **Dave Merrifield Helicopter Act** and a **Wild Buffalo Ride**.

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 p.m. — **Second Go Round** — World Chicken Dance — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band music** in front of the Grandstand.

7:15 p.m. — **World Famous Chuckwagon races**.

8:15 p.m. — **Grandstand Show, featuring The Young Canadians of The Calgary Stampede, in a tremendous musical production interspersed with top variety acts**.

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the Grandstand Show.

11:15 p.m. — **Draw for \$2,500 in gold**.

12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.

NOW!

at the **CALGARY STAMPEDE** **COMMISSION**

CALGARY STAMPEDE FRONTIER CASSIUS

BLACKJACK
ROULETTE
CROWN & ANCHOR
CASH BINGO



BIG FOUR BUILDING
[lower floor, 11:00 am]
not open Sunday



Enjoy Banff's Most Scenic View

BANFF CABLECARS ON MT. NORQUAY

DINE WITH A VIEW IN OUR
CLIFFHOUSE RESTAURANT

BANFF CABLELIFTS LTD.
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USE YOUR
AMERICAN EXPRESS
OR
DINERS CLUB
CREDIT CARD



PROGRAMME . . . TUESDAY, JULY 13th

MORNING

9:00 a.m. — **Flare Square Corral Activities** begin.

9:30 a.m. — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 1:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 a.m. — **Stony Indians** parade to downtown locations for colourful show. Downtown Attractions.

10:00 a.m. — **Stampede Futurity Sweepstake** booths open. Final draw September 4.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. daily — Upper Floor. The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, photo salon.

11:00 a.m. — **Prairie Schooner** — Lower Floor Big 4 Building. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino** in the Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

AFTERNOON

12:00 Noon — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

12:00 Noon — **Flare Square** Outside Display "Salute to Sport and Recreation".

12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian activities — Handicraft sales booth open to 9 p.m.

1:45 p.m. — **Grandstand Infield. Championship cowboy contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions — Dave Merrifield Helicopter Act, Wild Buffalo Ride and Buster The Killer Bull.**

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 p.m. — **Third Go Round** — World Chicken Dance — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band music** in front of the Grandstand.

7:15 p.m. — **World famous chuckwagon races.**

8:15 p.m. — **Grandstand Show, featuring The Young Canadians of The Calgary Stampede, in a tremendous musical production interspersed with top variety acts.**

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the Grandstand Show.

11:15 p.m. — **Draw for \$2,500 in gold.**

12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.

YOU'RE INVITED!

THE BIGGEST
BUST-OUT OF THEM ALL!

EDMONTON KLONDIKE DAYS EXPOSITION

JULY 22 to 31
1971



*If you enjoyed the Stampede
(and you should)
you'll love Klondike Days!*

STEP INTO HISTORY
AS ALL EDMONTON RECAPTURES
THE LUSTY EXCITEMENT
OF THE GOLD RUSH DAYS OF '98

VISIT THE
KLONDIKE PALACE – KLONDIKE
VILLAGE – SILVER SLIPPER
SALOON – CHILKOOT GOLD MINE
AND MAN THE DAREDEVIL!

SEE THE
*Klondike Promenade - the
Sourdough Raft Race - Free
Downtown Entertainment
every day!*

WHITE STETSONS WELCOME!

PROGRAMME . . . WEDNESDAY, JULY 14th

MORNING

9:00 a.m. — **Flare Square Corral Activities** begin.

9:30 a.m. — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws, except Sunday, at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 a.m. — **Sarcee Indians** parade to downtown locations for colourful show. Downtown Attractions.

10:00 a.m. — **Stampede Futurity Sweepstake** booths open. Final draw September 4.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. daily — Upper Floor. The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, photo salon.

11:00 a.m. — **Prairie Schooner** — Lower Floor Big 4 Building. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

AFTERNOON

12:00 Noon — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

12:00 Noon — **Flare Square** — Outside Display "Salute to Sport and Recreation".

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian activities — Handicraft sales booth open to 9 p.m.

1:45 p.m. — **Grandstand Infield. Championship cowboy contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions — Dave Merrifield Helicopter Act and Wild Buffalo Ride.**

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 p.m. — **Fourth go-round** — World Chicken Dance — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band music** in front of the Grandstand.

7:15 p.m. — **World Famous Chuckwagon Races.**

8:15 p.m. — **Grandstand Show, featuring The Young Canadians of The Calgary Stampede, in a tremendous musical production interspersed with variety acts.**

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the Grandstand show.

11:15 p.m. — **Draw for \$2,500 in gold.**

12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.

See North America's Most Spectacular View!



Discover Calgary's Most Enjoyable Shopping!

Two levels of shops, stores, boutiques and services await you in Palliser Square's air-conditioned mall. Excellent restaurants. Luxurious twin theatres. Spacious covered parkade. Every conceivable shopping need plus items of unusual interest from around the world. For enjoyable shopping, visit

Palliser Square

Take the 63-second skyride to the top of the **Husky Tower**, tallest structure of its kind in North America! See an unsurpassed 360° panorama extending from the prairies to the mountains. View the city by night . . . the Stampede excitement by day. Enjoy a quick snack on the **Observation Terrace**, a gourmet meal in the famous **Revolving Restaurant**, or relax in the **Cocktail Lounge** at the very topmost part of the tower.

Give yourself a lift — at the

HUSKY TOWER
266-7171

VISIT PALLISER SQUARE — THE NEW HEART OF DOWNTOWN CALGARY!

PROGRAMME . . . THURSDAY, JULY 15th

MORNING

9:00 a.m. — **Flare Square Corral Activities** begin.

9:30 a.m. — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws, except Sunday, at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 a.m. — **Blackfoot & Piegan Indians** parade to downtown locations for colourful show. Downtown Attractions.

10:00 a.m. — **Stampede Futurity Sweepstake** booths open. Final draw September 4.

11:00 a.m. — **Big 4 Exhibits Building** — Free Entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m., 8 p.m. daily — Upper Floor. The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Food Fair, Photo Salon.

11:00 a.m. — **Prairie Schooner** — Lower Floor Big 4 Building. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

AFTERNOON

12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

12:00 Noon — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

12:00 Noon — **Flare Square** Outside Display — "Salute to Sport and Recreation".

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian activities — Handicraft sales booth open to 9 p.m.

1:45 p.m. — **Grandstand Infield**. **Championship cowboy contests**. A full slate of rodeo events with the world's top cowboys. Special infield attractions — **Dave Merrifield Helicopter Act and Wild Buffalo Ride**.

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 p.m. — Finals Chicken Dance competition — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band music** in front of the Grandstand.

7:15 p.m. — **World Famous Chuckwagon Races**.

8:15 p.m. — **Grandstand Show, featuring The Young Canadians of The Calgary Stampede, in a tremendous musical production interspersed with variety acts**.

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the Grandstand show.

11:15 p.m. — **Draw for \$2,500 in gold**.

12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.



a
great Canadian
tradition



Canada Packers is proud to
be a major member of the
Calgary industrial community.

We take this opportunity to
salute the Great Calgary
Stampede and the men who
raise Canada's livestock.

PROGRAMME . . . FRIDAY, JULY 16th

MORNING

8:30 a.m. — **Special Children's Day Performance** — Grandstand, featuring pony chuckwagon races, pleasing stage acts and other features. Free draw for a Calgary Herald trip to Disneyland, and other valuable prizes.

9:00 a.m. — **Flare Square Corral Activities** begin.

9:00 a.m. — **\$75,000 Giveaway Pot O' Gold** booths and **Stampede Futurity Sweepstake** booths open on the Grounds to serve you. Pot O' Gold daily draws, except Sunday, at 11:15 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 4.

10:00 a.m. — **Stony Indians** parade to downtown locations for colourful show. Downtown Attractions.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m., 4 p.m., 6 p.m., 8 p.m. daily — Upper Floor. The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, Photo Salon.

11:00 a.m. — **Prairie Schooner** — Lower Floor Big 4 Building. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 a.m. — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

AFTERNOON

12:00 Noon — **Flare Square** Outside Display "Salute to Sport and Recreation".

12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

1:00 p.m. — 5 teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian activities — Handicraft sales booth open to 9 p.m.

1:45 p.m. — **Grandstand Infield. Championship cowboy contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions — Dave Merrifield Helicopter Act, Wild Buffalo Ride, and Buster The Killer Bull.**

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 p.m. — Junior Chicken Dance — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band Music** in front of the Grandstand.

7:15 p.m. — **World Famous Chuckwagon Races**.

8:15 p.m. — **Grandstand Show featuring the Young Canadians of The Calgary Stampede, in a tremendous musical production interspersed with variety acts.**

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the Grandstand show.

11:15 p.m. — **Draw for \$2,500 in gold.**

12 Midnight — **Kinsmen** daily automobile draw.

LIVESTOCK EVENTS — See Page 52 for full details.

MAZE, HICKEY & REDMAN LTD.

CUSTOMS CONSULTANTS

*

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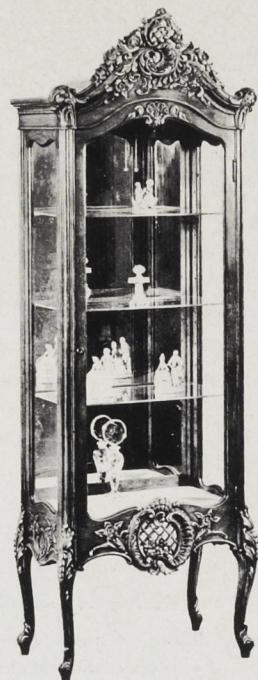
Our Company has facilities through our own offices or affiliates to provide fully experienced all Ports service anywhere in Canada. We service shipments by rail, water, air, highway, bus or private charter and telex connections assure our Customers of speedy Customs clearance.

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No. 7052 FRENCH CURIO CABINET
28 x 14½ — Height 71½
Genuine Walnut Mirror Back
Three Adjustable Glass Shelves
Glass Door and Sides Cylinder Lock

The name you will remember for FINE FURNITURE

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CANADIAN

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DVORKIN MEAT PACKERS

LIMITED

CALGARY

ALBERTA

PROGRAMME . . . SATURDAY, JULY 17th

MORNING

9:00 a.m. — **Flare Square Corral Activities** begin.

9:00 a.m. — **Saturday Morning Roundup** — in front of the Grandstand. A popular attraction, featuring Cutting Horse Contest, Ladies' Barrel Racing, Chuckwagon Races, Chariot Races and many other events.

9:30 a.m. — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws, except Sunday, at 11:15 p.m. for \$2,500 in gold. Today at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 a.m. — **Stampede Futurity Sweepstake** booths — Final draw September 4.

11:00 a.m. — **Big 4 Exhibits Building** — Free entertainment with **The Stratus Singers** at 2 p.m. 4 p.m., 6 p.m. and 8 p.m. daily — Upper Floor. The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, Photo Salon.

11:00 a.m. — **Prairie Schooner** — Lower Floor Big 4 Building. Enjoy a cool "malt" beverage and delightful entertainment.

11:00 a.m. — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack, the wheels and cash bingo.

11:00 a.m. — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

AFTERNOON

12:00 Noon — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

12:00 Noon — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**. 11:30 Daily. Closed Sunday.

12:00 Noon — **Flare Square** — Outside Display "Salute to Sport and Recreation".

1:00 p.m. — Five teepees open for inspection in the **Indian Village** from 1 to 9 p.m. Demonstration of Indian activities — Handicraft sales booth open to 9 p.m.

1:45 p.m. — **Grandstand Infield. Championship Cowboy contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions — Dave Merrifield Helicopter Act, Wild Buffalo Ride and V-61, The Bull that's never been ridden.**

1:45 p.m. — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 p.m. — Open Chicken Dance Demonstration — **Indian Village**.

EVENING

6:00 p.m. — **Summertown '71** — South of the Big 4 Building. Daily until midnight.

6:30 p.m. — **Band Music** in front of the Grandstand.

7:15 p.m. — **World Famous Chuckwagon Races.**

8:15 p.m. — **Grandstand Show featuring The Young Canadians of The Calgary Stampede, in a tremendous musical production interspersed with variety acts.**

9:00 p.m. — Open Indian Dancing in the **Indian Village**.

10:00 p.m. — Colourful display of **Fireworks** following the Grandstand Show.

11:15 p.m. — **Kinsmen Grand Draw.**

12 Midnight — **Grand Draw** for \$50,000 in gold in the Grandstand, followed by draws for 5 consolation prizes of \$1,000 in gold.

LIVESTOCK EVENTS — See Page 52 for full details.

Distribution of 1971 Calgary Exhibition and Stampede Livestock Prize Money

Beef Section:—

| | |
|----------------------|----------|
| Shorthorns | \$ 8,200 |
| Aberdeen-Angus | 8,200 |
| Hereford | 8,200 |
| Charolais | 7,200 |
| Galloway | 3,850 |
| Steer Class | 1,100 |
| | \$36,750 |

Dairy Section:—

| | |
|-----------------------------------|----------|
| Holsteins | 7,530 |
| Ayrshires | 7,530 |
| Jerseys | 7,530 |
| Guernseys | 7,530 |
| Interbreed Best Udder Class | 965 |
| | \$31,085 |

Sheep Section:—

| | |
|---|----------|
| Suffolks | 2,400 |
| Corriedales, N C Cheviots & Hampshires | 3,900 |
| 2 breeds with lowest entry show together for \$2,100 and remaining breed shows for \$1,800. | |
| Interbreed Market Lamb Class | 350 |
| | \$ 6,650 |

Swine:—

| | |
|-------------------------------|----------|
| Yorkshires | 2,800 |
| Other Breeds | 2,800 |
| Interbreed Barrow Class | 400 |
| | \$ 6,000 |
| Sub Total | \$80,485 |

The above prize money offered will be paid by: Calgary Exhibition & Stampede, \$44,252.50; Federal Government, \$36,232.50.

The Calgary Exhibition & Stampede offer the following money for the Horse Section:

Horse Section:—

| | |
|----------------------|----------------------|
| Clydesdale | \$ 1,320 |
| Percherons | 1,320 |
| Belgians | 1,320 |
| Draught Horses | 2,255 |
| | \$ 6,215 |
| Rabbit Section | 1,250 |
| | Grand Total \$88,450 |

Judging Programme - 1971

| | | Ring No. |
|------------------|--|----------|
| July 8th | 9:00 - 5:00 p.m. — 4H Sheep, Beef and Dairy | 1 & 2 |
| | 6:00 p.m. — Heavy Horse, Geldings followed by Clydesdales | 2 |
| | 1:00 p.m. — Galloway | u |
| July 9th | 9 - 12 noon — 4H Beef and Dairy | 1 & 2 |
| | 10:00 a.m. — Charolais | u |
| | 2:00 p.m. — 4H Sale | 1 |
| | 1:00 p.m. — Percheron | 2 |
| | 6:00 p.m. — Belgian | 2 |
| July 10th | 8:00 a.m. — Draught horses in harness | infield |
| | 10:00 a.m. — Charolais Sale | 1 |
| July 11th | Afternoon Driving Competition | infield |
| July 12th | 3:00 p.m. — Interbreed Market Lamb Class | 1 |
| | 3:30 p.m. — Interbreed Barrow Class | 1 |
| | 4:00 p.m. — Interbreed Steer Class | 1 |
| | 5:00 p.m. — Interbreed Best Udder Class | 1 |
| July 13th | 9:30 a.m. — Sheep | 1 |
| | 10:00 a.m. — Guernsey | u |
| | 6:00 p.m. — Swine | 1 |
| July 14th | 10:00 a.m. — Jersey | 1 |
| | 6:00 p.m. — Hereford | u |
| July 15th | 10:00 a.m. — Ayrshire | 1 |
| | 6:00 p.m. — Shorthorn | u |
| | 8:00 p.m. — Dairy Princess Contest | 1 |
| July 16th | 10:00 a.m. — Holstein | 1 |
| | 2:00 p.m. — Angus | u |

LIVESTOCK JUDGES FOR 1971 CALGARY EXHIBITION & STAMPEDE

Charolais — Fred Jones, Vineyard, Texas.

Shorthorn — Wendell Lovely, Wilsal, Montana.

Heavy Horses — Harold Clark, R.R. #4, Howell,
Michigan.

Aberdeen-Angus — Howard Hillman, Canova, S.D.

Hereford — Bert Powlesland, Cochrane, Alta.

Guernsey — Alister McArthur, Howick, Quebec.

Sheep — John Wilson, Jr., Calgary, Alta.

Swine — Malcolm Weir, Aberdeen, Sask.

Galloway — Orrin Hart, Claresholm, Alta.

Holsteins — Abner S. Martin, R.R. #2,
Petersburg, Ont.

Ayrshire — R. Roy Simmons, Finch, Ont.

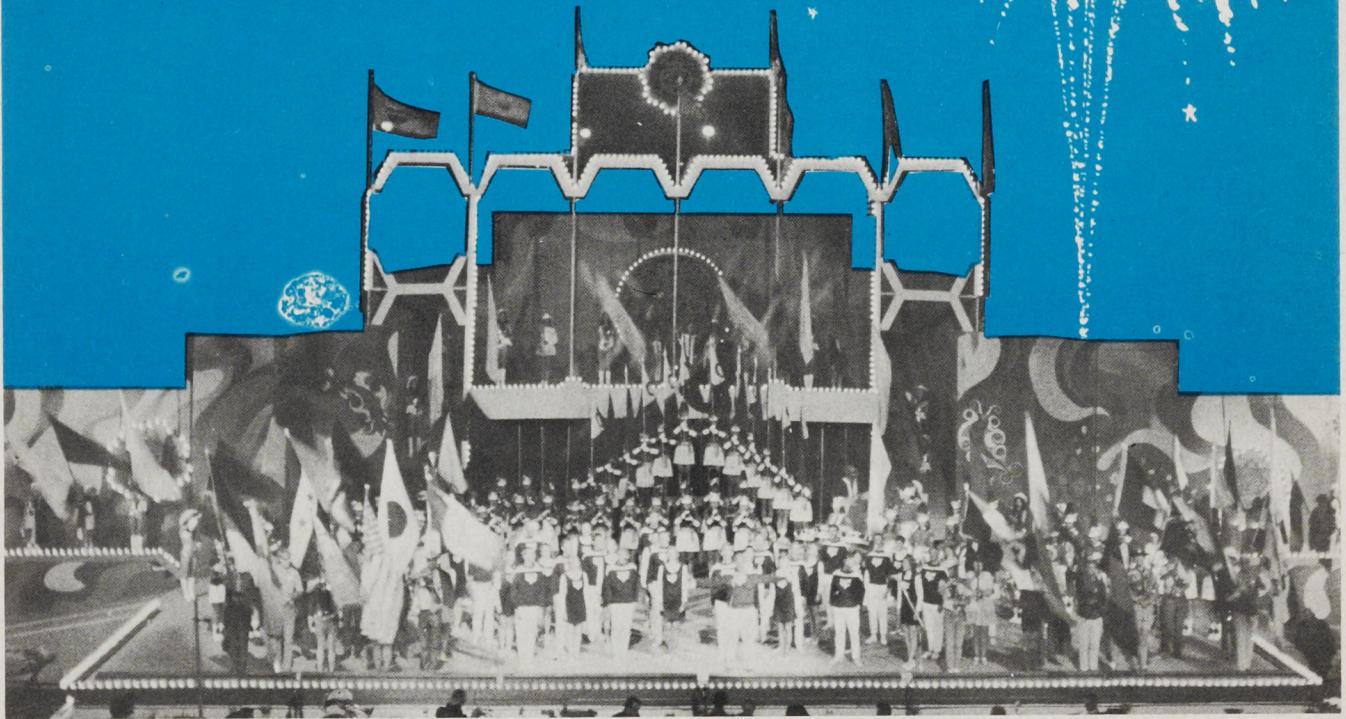
Jersey — Fred Thompson, Fairlight, Sask.

GRANDSTAND STAGE SHOW NIGHTLY

Immediately following the Chuckwagon Races the Grandstand Stage comes alive in a whirlwind of colorful spectacle — music, dancing, laughs and enchantment! Featured are Calgary's own "Young Canadians of the Calgary Stampede." Stars from the leading entertainment capitals of the world round out a show designed to please the entire family. Comedians, singers, acrobats, specialty acts and lavish production numbers combine to make this an unforgettable evening!

DAZZLING FIREWORKS DISPLAY

Climax every evening performance with ground and aerial displays.



THE CALGARY STAMPEDE GRANDSTAND SHOW COMMITTEE PRESENTS
A TRIBUTE TO SPORT AND RECREATION

"ON THE GO"

1. In The Sports Light

- Holiday Hijinks
- Fantastic Gymnasts
- Hooray For Our Side

with THE YOUNG CANADIANS SINGERS AND DANCERS and introducing the new CALGARY STAMPEDE BAND.

2. Tap In A Goal

THE LITTLE STEPS

The Young Sons of the Famous Step Brothers.

3. Record Height

Former A.A.U. Trampoline Champion DICK ALBERS shows them how high.

4. The Big Race

The Sadie Hawkins Day Race with "Li'l Abner" in the person of PETER PALMER, and THE YOUNG CANADIANS as the Dogpatch Runners.

5. Added Starter

Mary Lou Farrell, a former Miss Canada, now MRS. PETER PALMER, joins the ensemble in a medley from Oklahoma.

6. The Hat Trick

No Stick, No Puck, No Ball or Net — Just a Hat and GEORGIE CARL.

Staged and Directed by RANDOLPH F. AVERY

Assistant Choreographer and

Dance Director MARGOT GOODER

Choreographer BOB FRELLSON

Musical Conductor DR. STAN FINN

Orchestrations by JOHN DANYLUK

Special Sound Equipment By Estron Industries Ltd.

MALE:

Don Babcock
Kim Beachum
Bill Chesterman
Kenneth Deman
Dale Franklin
Chris Garcia
Donald Gordon
Rick Jobb

Tom Owens
Donald Roman
Merv Schuetze
Tim Sherwood
Jim Thorp
Dan Vos
Tim Vos
Bill Woodward

GIRLS:

Janie Brennan
Donna Búcar
Beverley Charlish
Shelagh Cowie
Lori Cunningham
Debra Davey
Kathy Ell
Carol Ell
Tannis Gresham
Brenda Hades
Michele Hammond
Debbie Harrigan
Terri Hawkes

Eva Heffernan
Sheri Hryciw
Lisa Iannone
Michele Kalny
Debbie Kilgour
Barbara Knowlton
Carol Kraft
Julia Lewis
Andrea Lougheed
Lisa Lowe
Robin McKenzie
Betty McLachlan
Cindy McLeod

7. The Chimpions

Six stars of the parallel bars. As Chimps or Champs they are great. Presented by BEROSINI.

8. Tallest to the Smallest

40 YOUNG CANADIANS Dancers in a "440" Dash to a surprising and delightful finish.

9. Calgary's Finest

80 strong, and at the top of the league. We are proud to present THE YOUNG CANADIANS OF THE CALGARY STAMPEDE.

10. Triple Threat Star

He passes, bats and pitches some very funny lines about some very funny people. He is clever, comical and Canadian = RICH LITTLE.

11. Winter Sports

— Flare "Squares" on 16 mm

— Iceless Ice

— Winter Carnival

— On a Clear Day — featuring THE TABAKS, DAVE MERRIFIELD and a cast You Can See Forever.

Choral Director LLOYD ERICKSON

Sets Designed by LASZLO FUNTEK

Costumes and Makeup by JOHN COX

Executive Stage Manager JIMMY LEE

Ice Act Sanctioned by Canadian Figure Skating Association

YOUNG CANADIAN SINGERS

FEMALE:

Vicki Adams
Tema Marilyn Blackstone
Faye Cohen
Sharon Davies
Sherri Egbert
Debbie Finn
Valerie Galvin
Cynthia Hammond
Kathy Hanna

Anne Jarman
Chris McRae
Noreen Moore
Esta Gail Nadler
Debbie Sherwood
Sandi Steele
Nancy Teminsky
Carolyn Welden
Gary Willis
Chris Lyle

YOUNG CANADIANS DANCERS

Susan Mensinger
Gisle Rose Messina
Brenda Owens
Susie Owens
Lori Payne
Lynda Petch
Ronda Peters
Carolyn Powell
Jill Simpson
Lois Sirup
Mary Jane Slavin
Rhonda Smith
Wendy Stern

Teresa Stewart
Karen Stoshnof
Jacqueline Trobec
Jeanine Van Rhyn
Carol Vollmer
Maureen Wagner
Cathy Wagner

BOYS:

Keith Farch
Monti Gatcke

Welcome to the Greatest Outdoor Show on Earth..

SIMPSONS-SEARS SERVING SOUTHERN ALBERTA

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We Honor all Simpson's... Simpsons-Sears
and Sears "All Purpose Account" Cards



SIMPSONS-SEARS

Flare Square Salutes Sport And Recreation



Step into the Calgary Stampede's Flare Square — and enjoy an experience that may change your life. For this is the Salute to Sport and Recreation, where you will learn to get the most out of your leisure hours. Whether you learn to correct your golf stance or go home with a brand new hobby, you'll be glad you took the time to see the biggest and best Flare Square yet.

There is so much to see and do at Flare Square and in the Stampede Corral "Sportacular" that it may be wise to plan your visit carefully. Are you a golfer? You won't want to miss Australia's Bruce Devlin. A hockey fan? How would you like to meet Bobby Orr and learn the secret of his fantastic slap shot? A gymnast? Then you'll want to watch the SCATS, the group of 24 young California girls acclaimed as one of the finest precision gym teams in the world.

"Name any sport: we've got it." Cricket. Baseball. Fencing. Roller skating. Karate. Archery. Diving. Parachuting. Local, Canadian, and world champions and experts in these and many other sports will be on hand at Flare Square. And you won't just watch, you'll participate. Go ahead, shoot an arrow. Smack that golf ball. Get up on that bicycle-like apparatus and have the experts measure your physical condition.

You're not a sports fan? Come to Flare Square anyway; there are enough recreational activities displayed to keep you busy for a lifetime. At Flare Square you will see demonstrations of winter activities such as skiing, bobsledding and skating. Summer recreational fun ranging from sailplaning to scuba diving will be shown in detail.

Camping, climbing, cooking, crocheting, and kite-flying are but a small fraction of the activities on display for your enjoyment. The most rugged outdoorsman and the backyard gardener will both come away from Flare Square knowing how to get more out of their leisure time.

Did you know that Flare Square, one of the largest exhibitions of its kind anywhere, is staged entirely by volunteers? Now in its sixth successful year, Flare Square is the result of the visions and labours of volunteers who use their leisure time 12 months a year to create a truly unique show.

See it and you'll agree that it's probably the most professional "amateur" show anywhere.

A Paddock Primer for Puzzled Patrons



Q. WHAT IS PARI-MUTUEL BETTING?

A. The pari-mutuel method of wagering was devised by Pierre Oller in Paris in 1872 to keep his money and that of his friends among themselves.

The distinguishing feature of mutuel betting is that it is the public who makes the odds and is a method by which the backer (bettor) wagers what he pleases on the horses of his choice. Another feature is the absolute fairness of the system.

Pari-mutuel betting means, as the name implies, mutual betting or wagering among each other. In this operation the race course merely acts as a stakes-holder, deducting from the total pool the amount permitted legally by law. (This is 5% provincial tax, 5% to horse owners in the form of purchases, 4% to the Exhibition Association for salaries, maintenance and profit, and $\frac{1}{2}$ of 1% to the federal government for supervision.) The win price is decided by dividing into the straight betting pool the amount of money bet on the winner. The result is the "win" mutuels price. "Place" and "Show" prices are figured substantially the same, *all under federal government supervision*.

Q. WHERE DOES THE BETTING TAKE PLACE?

A. At Victoria Park two areas are used for the buying of pari-mutuel tickets and the cashing of tickets by those who have selected winners.

The main betting area is at the east end of the grandstand at ground level, and the second is in the new Clubhouse area on the mezzanine which features the new Winners Circle Lounge, Plate Room and Futurity Lounge.

Q. WHAT ARE THE VARIOUS WAGERS THAT ONE CAN MAKE?

A. There are seven ways of wagering on the races at Victoria Park.

- a.) Win or straight.
- b.) Second or place.
- c.) Third or show.
- d.) Combination or straight, place and show.
- e.) Daily Double.
- f.) Exactor.
- g.) Quinella.

These may be outlined as follows:

A.) WIN OR STRAIGHT

When you wager on a horse to win the horse must win for you to cash your ticket.

B.) SECOND OR PLACE

When you wager on a horse to place you have two chances to collect. Should the horse run first or second your ticket is good, but the odds are not as good as for a straight as the bettor has two chances.

C.) THIRD OR SHOW

When you wager on a horse to show you have three chances to collect. Should the horse run first, second or third your ticket is good, but odds are lower than for straight or place betting.

D.) COMBINATION OR STRAIGHT, PLACE AND SHOW

When you wager a \$6 combination on a horse you, in effect bet \$2 to win, \$2 to place and \$2 to show and your ticket is cashable if the horse of your choice finishes in the first three.

E.) DAILY DOUBLE

The Daily Double is a wager in which the bettor attempts to select the winners of the first two races. Daily Double selections must be made and the ticket for both selections purchased prior to the closing of this pool before the running of the first half of the Daily Double.

F.) EXACTOR

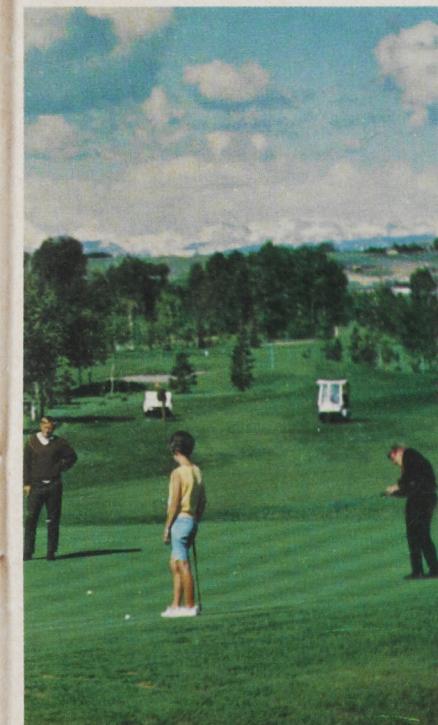
The Exactor is a wager in which the bettor attempts to select the first two horses in the fifth race in the exact order of finish i.e. if one selects 1 and 6, 1 must win and 6 finish second for a winning selection. Should there be a dead-heat for first this will constitute the Exactor. If there is a dead-heat for second, payoffs will be on tickets naming the winner and each of the second place finishers in the correct order.

G.) QUINELLA

The Quinella is a separate pool on the last race only, in which the bettor attempts to select the first two horses that fill the first and second places, however they finish. Should there be a dead-heat for first place the pool will be divided among holders of the two horses finishing first. Should there be a dead-heat for second place, payoffs will be made on tickets coupling the winning horses with each of the horses finishing second.



captivating calgary



There's a lot more to Calgary than just the Stampede. Although the same spirit that is symbolized by the Stampede has given the city its zest for life. Capture the spirit of the frontier mixed with a city very much in the twentieth century. Plush hotels and soaring buildings rise above the city creating a skyline that rivals the nearby Rocky Mountains, only forty miles away.

You'll find everything from the Calgary Philharmonic Orchestra to discotheques. Plus Canada's largest zoo and dinosaur park, live theatre and a lively arts centre. Our challenging golf courses, swimming pools and dozens of beautiful parks await your pleasure. And within minutes of the city you can ski, fish and hunt.

But, take time out and look at Calgary's industrial potential. We have several, planned industrial parks and abundant low-cost supplies of natural gas, water and power. There is room to grow and prosper. Call Ken Ford at 269-0222 or clip the coupon. Captivated? You soon will be.

TO KEN FORD, DIRECTOR,
INDUSTRIAL DEVELOPMENT, P.O. BOX 2100,
CALGARY 2, ALBERTA, CANADA.

I'd like to know what Calgary has to offer people and industries. Please send the complete Calgary story.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____



THE CITY OF CALGARY

Department of Industrial Development Calgary, Alberta, Canada.



All the thrills and excitement of the 1971 Calgary Exhibition and Stampede will come to life on the fabulous Royal American Midway. Stampede visitors will enjoy the unusual when they ride the many new ride thrillers and see the new and fantastic shows along the glittering avenues of thrills and laughter. In their great tradition . . . The Royal American Shows will entertain Exhibition visitors, of all ages, from the moment the gates open until the Stampede ends.



CARL J. SEDLMAYR, JR.
General Manager

WE ARE PROUD TO BE PART OF THE CALGARY EXHIBITION AND STAMPEDE

**TO OUR VISITORS
FROM THE UNITED STATES**

Recapture the thrills and excitement of the Calgary Stampede when you return home. Ask your local librarian for information about the 27-minute prize-winning film **STAMPEDE FEVER**, now available, free, from many libraries in the United States. If not available in your home community, write to the following: —

Canadian Travel Film Library
2320 Carbide & Carbon Bldg.
230 North Michigan Ave.
Chicago, Ill. 60601

Canadian Travel Film Library
680 Fifth Ave.
New York City, N.Y. 10019

Canadian Travel Film Library
Ste. 1600 44 Montgomery
San Francisco, Calif. 94104

Canadian Travel Film Library
3 Grosvenor Square
London W.1, England
Phone: Mayfair 9492

La cinematheque de films touristiques Canadiens
15 rue de Berri
75 Paris 8e, France

Deutsches Filmzentrum e.V.
53, Bonn, Kronprinzenstr. 19, Germany

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**ON THE LOWER FLOOR
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and choose from a wide variety of domestic and foreign foods at the attractive booths lining the perimeter of the area.

Featuring:— Chinese Foods; Barbecued Beef and Ham; Hamburgers and Hot Dogs; Italian Foods; Old English Seafoods; Chip Steaks; Broasted Chicken; Kosher Food; Cabbage Rolls; Desserts; Coffee, Tea, Milk Shakes.

After selecting the food of your choice, comfortable chairs and tables are provided in the cool, clean centre area accommodating up to six hundred people.

5 Blocks from Stampede Grounds.

3 Blocks to City Center.

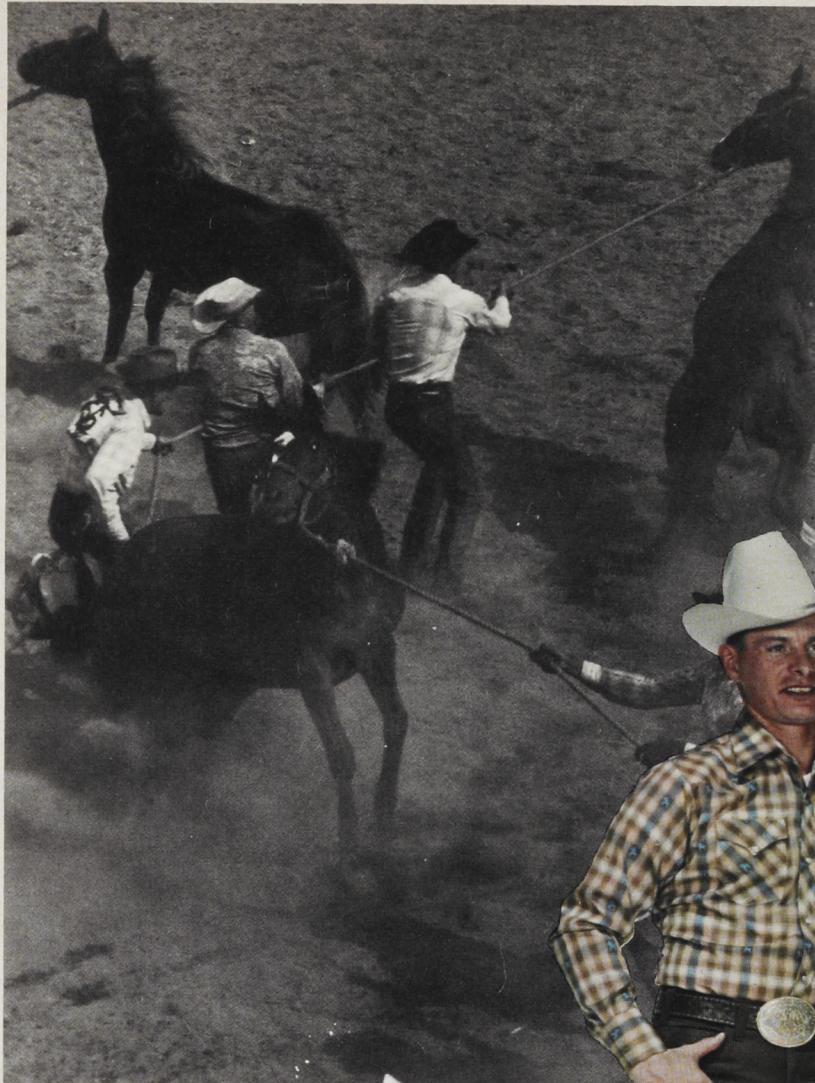
ENTERTAINMENT NIGHTLY

TRY SACH'S TAVERN

AND

SILVER DOLLAR LOUNGE

FOR FINE FOOD TRY "THE NOBLEMAN"



**COWBOY
kings**

CANADA'S 1970 champion all-round Cowboy Arnold Haraga wears G.W.G. KINGs, the "Built For Action" rider pants, also G.W.G. "LONG TAILS" the western shirt to match or contrast.

**Choice
of
Champions**



THE GREAT WESTERN GARMENT CO. LTD. EDMONTON

Top Men in World Rodeo have Competed at the Stampede

In the 47 years which have elapsed since the Stampede or championship cowboy contests have become a feature of the annual Calgary Stampede, every title winning cowboy in the history of Rodeo, with the exception of steer ropers (there isn't any steer roping event at the Calgary Stampede) have contested at the Calgary Show.

It is the proud boast of the Calgary Stampede that more cowboys compete, more champions appear and more livestock is turned out of the chutes than at any rodeo anywhere else in the world.

In the past, some contestants have viewed this claim with some doubt — that is, until they have competed here and

the majority of the "doubting Thomases" usually go home singing the praises of the Calgary Stampede, after they have competed in it.

The list of champions at the Calgary show is growing steadily and each year finds new names added to the list. The ghosts of former rodeo greats ride through the centre-field and wherever cowboys gather, they live again the exploits of the champions of former years.

Here is the list of the winners of all championship events at the Calgary Stampede since 1923, the year the Stampede was "wedded" to the annual Calgary Exhibition.

Winners of the Open Bucking Horse Riding Championship with Association Saddle

1925 Breezy Cox, Salmonville, Arizona
1926 Mike Stuart, Tulare, California
1927 Pete Knight, Crossfield, Alberta
1928 Slim Watrin, High River, Alberta
1929 Earle Thode, Belvedere, South Dakota
1930 Chuck Wilson, Fort Worth, Texas
1931 Gene Ross, Salmonville, Arizona
1932 Pete Knight, Crossfield, Alberta
1933 Pete Knight, Crossfield, Alberta
1934 Stub Bartlemay, Arlington, Oregon
1935 Turk Greenough, Red Lodge, Montana
1936 Carle Thode, Casa Grande, New Mexico
1937 John Jordan, Carlsbad, New Mexico
1938 Earle Thode, Casa Grande, New Mexico
1939 Guy Cash, White Bird, Idaho
1940 Nick Knight, Cody, Wyoming

1941 Jerry Ambler, Minburn, Alberta
1942 Doff Aber, Newhall, California
1943 Turk Greenough, Red Lodge, Montana
1944 Bill Linderman, Red Lodge, Montana
1945 Bill Linderman, Red Lodge, Montana
1946 Jerry Ambler, Glenwood, Washington
1947 Jim Like, Kim, Colorado
1948 Bill Linderman, Red Lodge, Montana
1949 Casey Tibbs, Fort Pierre, South Dakota
1950 Casey Tibbs, Fort Pierre, South Dakota
1951 Bill Linderman, Red Lodge, Montana
1952 Frank Duce, Cardston, Alberta
1953 Deb Copenhagen, Post Falls, Idaho
1954 Marty Wood, Bowness, Alberta
1955 Deb Copenhagen, Post Falls, Idaho
1956 Bobby Robinson, Calgary, Alberta

1957 Marty Wood, Bowness, Alberta
1958 Deb Copenhagen, Post Falls, Idaho
1959 Winston Bruce, Calgary, Alberta
1960 Jim Tescher, Sentinel Butte, North Dakota
1961 Marty Wood, Bowness, Alberta
1962 Leo Brown, Czar, Alberta
1963 Ronnie Raymond, Pineville, Oregon
1964 Marty Wood, Bowness, Alberta
1965 Marty Wood, Bowness, Alberta
1966 Bob Gottfriedson, Kamloops, B.C.
1967 Chuck Swanson, Bear Creek, Montana
1968 Kenny McLean, Okanagan Falls, B.C.
1969 Jim Smith, Cody, Wyoming
1970 Gerry Sinclair, Paradise Hill, Saskatchewan

Winners of the Bareback Bucking Horse Riding Championship

1923 Kenneth Cooper, Pierre, South Dakota
1924 D. McDonald, High River, Alberta
1925 Norman Edge, Cochrane, Alberta
1926 Harry Knight, Banff, Alberta
1927 Jack Hill, Calgary, Alberta
1928 Norman Edge, Cochrane, Alberta
1929 Herman Linder, Raymond, Alberta
1930 Canada Kidd, Kinuso, Alberta
1931 Canada Kidd, Kinuso, Alberta
1932 Smoky Snyder, Kimberley, B.C.
1933 Note Waldron, Strathmore, Alberta
1934 Herman Linder, Cardston, Alberta
1935 Don Thompson, Black Diamond, Alberta
1936 Herman Linder, Cardston, Alberta
1937 Muff Doan, Halkirk, Alberta
1938 Urban Doan, Halkirk, Alberta

1939 Chet McCarty, Cheyenne, Wyoming
1940 Paul Carney, Galion, Alberta
1941 Urban Doan, Halkirk, Alberta
1942 Jack Wade, Halkirk, Alberta
1943 Urban Doan, Halkirk, Alberta
1944 Mitch Owens, Fresno, California
1945 Gerald Roberts, Strong City, Kansas
1946 Jimmy Schumaker, Phoenix, Arizona
1947 Jimmy Schumaker, Phoenix, Arizona
1948 Ken Brower, Manyberries, Alberta
1949 Gene Rambo, Shambdon, California
1950 Casey Tibbs, Pierre, South Dakota
1951 Bill Linderman, Red Lodge, Montana
1952 Jim Shoulders, Tulsa, Oklahoma
1953 Del Haverly, Benson, Arizona
1954 Buck Rutherford, Boise, Idaho

1955 Gene Gunderson, Calgary, Alberta
1956 Alf Owen, Patricia, Alberta
1957 Don Wilson, Buffalo, Wyoming
1958 John Hawkins, Abilene, Texas
1959 Del Haverly, Casagrande, Arizona
1960 Jack Buschbaum, Casseville, Wisconsin
1961 George Myren, Viking, Alberta
1962 Jim Roiser, Caldwell, Idaho
1963 Buddy Peake, Tucson, Arizona
1964 Doug Flanagan, Ponoka, Alberta
1965 Jim Clifford, Ribstone, Alberta
1966 Harry Tompkins, Dublin, Texas
1967 Jim Mihalek, Broomfield, Colorado
1968 Clyde Vamvoras-Burck, Burnett, Texas
1969 Larry Mahan, Salem, Oregon
1970 Paul Mayo, Fort Worth, Texas

Winners of the Brahma Bull or Steer Riding Contest

1923 Casey Patterson, Gadsby, Alberta
1924 V. McDonald, Olds, Alberta
1925 Norman Edge, Cochrane, Alberta
1926 Tom McCoy, Irricana, Alberta
1927 Norman Edge, Cochrane, Alberta
1928 Canada Kidd, De Winton, Alberta
1929 Frank Sharp, High River, Alberta
1930 Eddie Woods, Emmett, Idaho
1931 Smoky Snyder, Kimberley, B.C.
1932 Smoky Snyder, Kimberley, B.C.
1933 Frank Sharp, Black Diamond, Alberta
1934 Herman Linder, Cardston, Alberta
1935 Herman Linder, Cardston, Alberta
1936 Herman Linder, Cardston, Alberta
1937 Don Thompson, Black Diamond, Alberta
1938 Herman Linder, Cardston, Alberta

1939 Urban Doan, Halkirk, Alberta
1940 Jack Wade, Halkirk, Alberta
1941 Jerry Ambler, Minburn, Alberta
1942 Jerry Ambler, Klamath Falls, Oregon
1943 Jerry Ambler, Klamath Falls, Oregon
1944 Muff Doan, Halkirk, Alberta
1945 Jimmy Schumaker, Phoenix, Arizona
1946 Johnny Tubbs, Valley, Washington
1947 R. Thompson, Black Diamond, Alberta
1948 Jim Shoulders, Tulsa, Oklahoma
1949 Buck Rutherford, Nowata, Oklahoma
1950 Jim Shoulders, Tulsa, Oklahoma
1952 Jim Shoulders, Tulsa, Oklahoma
1953 Gordon Earl, Newgate, B.C.
1954 Gordon Earl, Newgate, B.C.
1955 Buck Boyce, Fort Worth, Texas

1956 Dick Nash, Kindersley, Saskatchewan
1957 Bruce Coker, Sutherland, Nebraska
1958 Gil Garstad, Veteran, Alberta
1959 Jim Shoulders, Henretta, Oklahoma
1960 Ed LeTourneau, Davis, California
1961 Bob Shepherd, Lovett, Texas
1962 Billy Hand, West Palm Beach, Florida
1963 Mac Griffith, Pendleton, Oregon
1964 Joe Green, Sulphur, Oklahoma
1965 Gid Garstad, Coronation, Alberta
1966 Gid Garstad, Coronation, Alberta
1967 Larry Condon, Omak, Washington
1968 Tony Haberer, Mule Shoe, Texas
1969 Gary Lefew, Santa Maria, California
1970 Jack Ward, Odessa, Texas

Winners of the Chuckwagon Race

1923 Dan Riley, High River, Alberta
1924 Bagley & Lauder, Lacombe, Alberta
1925 Collins & Ross, Lousana, Alberta
1926 Dick Cosgrave, Cheadle, Alberta
1927 Tom Lauder, Innisfail, Alberta
1928 Tom Lauder, Innisfail, Alberta
1929 Jim Ross, Elmo, Alberta
1930 Dick Cosgrave, Michichi, Alberta
1931 Clem Gardner, Piercer Creek, Alberta
1932 Jim Ross, Elmo, Alberta
1933 Dick Cosgrave, Wayne, Alberta
1934 J. C. Goettler, De Winton, Alberta
1935 Dick Cosgrave, Rosebud, Alberta
1936 Dick Cosgrave, Rosebud, Alberta
1937 Dick Cosgrave, Rosebud, Alberta
1938 Dick Cosgrave, Rosebud, Alberta

1939 Gene Goettler, De Winton, Alberta
1940 Dick Cosgrave, Rosebud, Alberta
1941 Chas. Lundseth, Bowden, Alberta
1942 Dick Cosgrave, Rosebud, Alberta
1943 Dick Cosgrave, Rosebud, Alberta
1944 Theo Thage, Halkirk, Alberta
1945 Alvin Hilker, Red Willow, Alberta
1946 Johnny Phelan, Red Deer, Alberta
1947 Johnny Phelan, Red Deer, Alberta
1948 J. J. Swain, Innisfail, Alberta
1949 Johnny Phelan, Red Deer, Alberta
1950 Bob Heberling, Rosebud, Alberta
1951 Willard & Nelson, Queenstown, Alberta
1952 Commodore Allen, Vulcan, Alberta
1953 Commodore Allen, Vulcan, Alberta
1954 Commodore Allen, Vulcan, Alberta

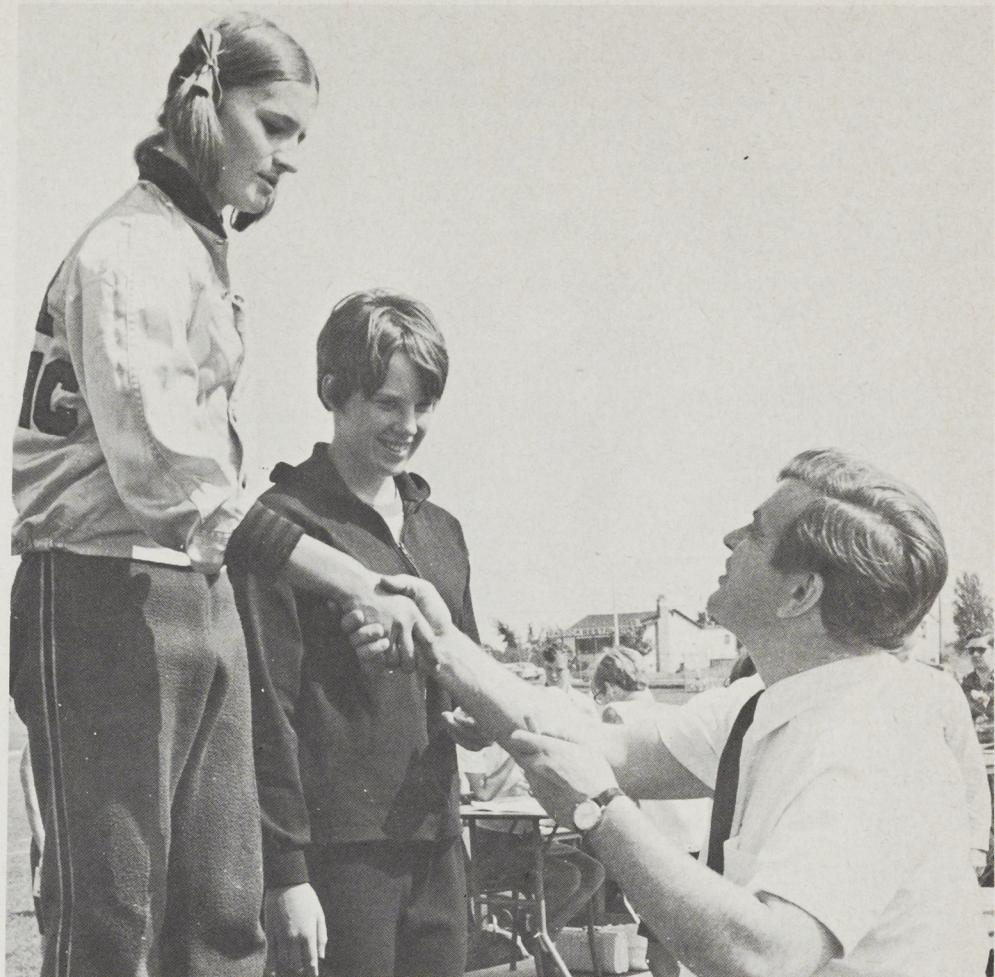
1955 Hank Willard, Queenstown, Alberta
1956 L. O. Nelson, High River, Alberta
1957 Peter Bawden, Calgary, Alberta
1958 Merle Anderson, Carbon, Alberta
1959 Peter Bawden, Calgary, Alberta
1960 O. Burkinshaw, Calgary, Alberta
1961 O. Burkinshaw & Peter Bawden (tie) Calgary
1962 Peter Bawden, Calgary, Alberta
1963 Peter Bawden, Calgary, Alberta
1964 Pratt & MacKay, Stettler, Alberta
1965 Janko Bros., Lousana, Alberta
1966 Siegurd Nielsen, Standard, Alberta
1967 Flett Bros., Handills, Alberta
1968 Garry Dorchester, Westerose, Alberta
1969 John Irwin, Calgary, Alberta
1970 Jack Scheckter, Edmonton, Alberta

Winners of the Novice or Canadian Bucking Horse Riding Championship

1923 Pete Vandermeer, Calgary, Alberta
1924 Pete La Grande, Pincher Creek, Alberta
1925 Al Falconer, Cardston, Alberta
1926 Harry Knight, Banff, Alberta
1927 Pete Knight, Crossfield, Alberta
1928 Slim Watrin, High River, Alberta
1929 Herman Linder, Raymond, Alberta
1930 Pete Knight, Crossfield, Alberta
1931 Slim Watrin, High River, Alberta
1932 Harry Knight, Banff, Alberta
1933 Pete Knight, Crossfield, Alberta
1934 Herman Linder, Cardston, Alberta
1935 Harley Walsh, Madden, Alberta
1936 Harley Walsh, Madden, Alberta
1937 Jerry Ambler, Minburn, Alberta
1938 Herman Linder, Cardston, Alberta

1939 Sykes Robinson, Cochrane, Alberta
1940 Harley Walsh, Madden, Alberta
1941 Wally Lindstrom, Airdrie, Alberta
1942 Urban Doan, Halkirk, Alberta
1943 Urban Doan, Halkirk, Alberta
1944 Carl Olsen, Ribstone, Alberta
1945 Frank Duce, Cardston, Alberta
1946 Frank Duce, Cardston, Alberta
1947 Bob Lauder, Elmo, Alberta
1948 Jim Turner, Rock Creek, B.C.
1949 Wilf Gerlitz, Black Diamond, Alberta
1950 Lem Horner, Penitton, Alberta
1951 Bill Johnson, Water Valley, Alberta
1952 Bob Chalmers, Millarville, Alberta
1953 Keith Hyland, Alsask, Saskatchewan
1954 Alfred Owens, Ponoka, Alberta

1955 Jack Hooker, Palace Bait, Saskatchewan
1956 Ray Vanderrett
1957 Roy Robinson, Rockland, Idaho
1958 Barth Maxwell, Viking, Alberta
1959 Bob Gottfriedson, Kamloops, B.C.
1960 Pete Bruisedhead, Cardston, Alberta
1961 Wayne Vold, De Winton, Alberta
1962 Shawn Davis, Washington
1963 Ivan Daines, Innisfail, Alberta
1964 Jack Phipps, Cochrane, Alberta
1965 Ivan Daines, Innisfail, Alberta
1966 Mel Hyland, Port Kells, B.C.
1967 John Picray, Sundre, Alberta
1968 Ed Biegler, Eureka, Montana
1969 Oliver Lewis, Vernon, B.C.
1970 Rocky Hubley, Fort St. John, B.C.

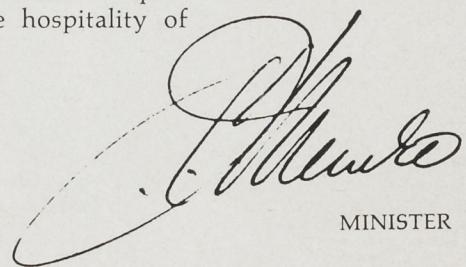


Canadians can be proud of the Calgary Stampede, which for many years has provided an exciting and colourful Western Show.

The success of the Stampede and its Flare Square Program is due to the splendid work done by a nucleus of key people backed up enthusiastically by thousands of volunteers and warm-hearted citizens.

I am confident the 1971 Flare Square Program, which features the World of Sport and Recreation, will build new and close bonds among sportsmen and spectators and I am pleased that the Federal Government through the Fitness and Amateur Sport Directorate, was able to participate in this exciting event.

Visitors will carry home pleasant memories of a unique panorama of sport and recreation programs well run and enhanced by the hospitality of friendly people.



J. P. Ménard
MINISTER



Department of National Health and Welfare
Ministère de la Santé nationale et du Bien-être social

Winners of the Boys' Wild Steer Riding Contest

1924 C. Brunner
 1925 W. Goodrich, Calgary, Alberta
 1926 Jas. R. Boyle, Calgary, Alberta
 1927 Joe Fox, Morley, Alberta
 1928 Bill Bagley, Lacombe, Alberta
 1929 Joe Fox, Morley, Alberta
 1930 Paddy Cayan, Wayne, Alberta
 1931 Gerald Ambler, Wainwright, Alberta
 1932 Joe Gray, Dog Pound, Alberta
 1933 Duncan Cragg, Lousana, Alberta
 1934 L. C. Cawsey, Bassano, Alberta
 1935 Bobby Swain, Calgary, Alberta
 1936 Joe Kootenay, Jr., Morley, Alberta
 1937 Archie Preston, Talbot, Alberta
 1938 Kenneth McLean, Edmonton, Alberta
 1939 Earl Mayfield, Gleichen, Alberta

1940 Glen Lee, Raymond, Alberta
 1941 George Aldorf, Wayne, Alberta
 1942 Lyle Doan, Halkirk, Alberta
 1943 Thomas Jerry, Cluny, Alberta
 1944 Horace Holloway, Jr., Morley, Alberta
 1945 Bob Duce, Cardston, Alberta
 1946 Red Mulgrew, Calgary, Alberta
 1947 Bob McKay, Black Diamond, Alberta
 1948 Harry Dodging Horse, Sarcee, Alberta
 1949 Thos. W. Lauder, Elmo, Alberta
 1950 Cody Morris, Black Diamond, Alberta
 1951 Charles Cassidy, Stettler, Alberta
 1952 James Gray, Calgary, Alberta
 1953 Tommy Yellow Sun, Cluny, Alberta
 1954 Bill Stuckey, Stettler, Alberta
 1955 Jerry Weiss, Hanna, Alberta

1956 Keith Powell, Turner Valley, Alberta
 1957 Frank Cocks, Strathmore, Alberta
 1958 Wayne Vold, De Winton, Alberta
 1959 Ivan Daines, Innisfail, Alberta
 1960 Ivan Daines, Innisfail, Alberta
 1961 Ivan Daines, Innisfail, Alberta
 1962 Franklin Daines, Innisfail, Alberta
 1963 John Dodds, Ponoka, Alberta
 1964 Bryan Anderson, Balzac, Alberta
 1965 Buddy Hamilton, De Winton, Alberta
 1966 Doug Vold, De Winton, Alberta
 1967 Brian Claypool, Saskatoon, Saskatchewan
 1968 Kevin Fox, Cardston, Alberta
 1969 Dale Greenwood, Lousana, Alberta
 1970 Cam Hamilton, De Winton, Alberta

Winners of the Wild Horse Race

1923 Neil Campbell, Okotoks, Alberta
 1924 Frank Hodgkins, Kew, Alberta
 1925 Frank Hodgkins, Kew, Alberta
 1927 Frank Hodgkins, Kew, Alberta
 1928 Hughie Long, Prongo, Saskatchewan
 1929 Norman Edge, Cochrane, Alberta
 1930 Archie Miller, Cheadle, Alberta
 1931 Geo. McIntosh, High River, Alberta
 1932 DAY MONEY
 1933 " "
 1934 " "
 1935 " "
 1936 " "
 1937 " "
 1938 " "
 1939 " "

1940 DAY MONEY
 1941 " "
 1942 Urban Doan, Halkirk, Alberta
 1943 Chet Baldwin, Morley, Alberta
 1944 Ken Leadley, Hugden, Alberta
 1945 John Spotted Eagle, Gleichen, Alberta
 1946 Cliff Vandergrift, Turner Valley, Alberta
 1947 Cliff Vandergrift, Turner Valley, Alberta
 1948 John Spotted Eagle, Gleichen, Alberta
 1949 Cliff Vandergrift, Turner Valley, Alberta
 1950 Bill Graham, East Coulee, Alberta
 1951 Cliff Vandergrift, Turner Valley, Alberta
 1952 Bill Graham, East Coulee, Alberta
 1953 Bill Graham, Drumheller, Alberta
 1954 Chip Nunamker, Arrowhead, Alberta
 1955 Cliff Vandergrift, Turner Valley, Alberta

1956 Don McLeod, Black Diamond, Alberta
 1957 Orville Strandquist, Scapa, Alberta
 1958 Cliff Vandergrift, Drayton Valley, Alberta
 1959 Cliff Vandergrift, Drayton Valley, Alberta
 1960 Len Chartie, Calgary, Alberta
 1961 Roy Groves, Carseland, Alberta
 1962 Bill Graham, East Coulee, Alberta
 1963 Orville Strandquist, Stettler, Alberta
 1964 Jim Clifford, Ribstone, Alberta
 1965 Cliff Vandergrift, Turner Valley, Alberta
 1966 Greg Kesler, Rosemary, Alberta
 1967 Greg Kesler, Rosemary, Alberta
 1968 Ernie Dorin, Bruce, Alberta
 1969 Ernie Dorin, Bruce, Alberta
 1970 Ernie Dorin, Bruce, Alberta

Winners of the Wild Cow Milking Contest

1924 E. Burton, Claresholm, Alberta
 1925 Jack Brown, Lethbridge, Alberta
 1926 Bert Long, Elmo, Alberta
 1927 Richard Merchant, Carlsbad, New Mexico
 1928 King Bearspaw, Pekisko, Alberta
 1929 Irby Mundy, Kaiser, Wyoming
 1930 W. J. Helmer, Sundre, Alberta
 1931 W. J. Gray, Dog Pound, Alberta
 1932 Johnny Left Hand, Morley, Alberta
 1933 Irby Mundy, Utleyville, Colorado
 1934 Roy Matthews, Fort Worth, Texas
 1935 Bob Grosley, Roswell, New Mexico
 1936 Clark Lund, Raymond, Alberta
 1937 Ernest Hall, Lethbridge, Alberta
 1938 Irby Mundy, Shamrock, Texas
 1939 Chet Baldwin, Kew, Alberta

1940 Cliff Vandergrift, Turner Valley, Alberta
 1941 Fred Burton, Claresholm, Alberta
 1942 A. Galarneau, Finnegan, Alberta
 1943 Cliff Vandergrift, Turner Valley, Alberta
 1944 Johnny Left Hand, High River, Alberta
 1945 Cliff Vandergrift, Turner Valley, Alberta
 1946 Don Leask, Madden, Alberta
 1947 Bill McLean, Morley, Alberta
 1948 F. C. Stover, Tularosa, New Mexico
 1949 Fred Galarneau, Cardston, Alberta
 1950 Don Leask, Madden, Alberta
 1951 Mac Leask, Madden, Alberta
 1952 Mac Leask, Madden, Alberta
 1953 George Leask, Madden, Alberta
 1954 George Leask, Madden, Alberta
 1955 George Leask, Madden, Alberta

1956 Herb Christie, Cardston, Alberta
 1957 Reg Kesler, Rosemary, Alberta
 1958 Orville Strandquist, Byemoor, Alberta
 1959 Reg Kesler, Rosemary, Alberta
 1960 Cliff Vandergrift, Drayton Valley, Alberta
 1961 Alex Lye, Sounding Lake, Alberta
 1962 Reg Kesler, Rosemary, Alberta
 1963 Gilbert Bintz, Alsask, Saskatchewan
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Wilf Gerlitz, Youngstown, Alberta
 1966 Wilf Gerlitz, Youngstown, Alberta
 1967 Ed Cochran, Stavely, Alberta
 1968 Clark Schlosser, Stavely, Alberta
 1969 Lorne Wells, Midnapore, Alberta
 1970 Alan Currier, Czar, Alberta

Winners of the Cowboys' Calf Roping Championship

1924 Ray Knight, Raymond, Alberta
 1925 Pete Bruisehead, Standoff, Alberta
 1926 Ray Knight, Raymond, Alberta
 1927 Pete Bruisehead, Standoff, Alberta
 1928 Eddie Bowlen, Calgary, Alberta
 1929 Floyd Peters, Cardston, Alberta
 1930 Floyd Peters, Cardston, Alberta
 1931 K. H. Galbraith, Cardston, Alberta
 1932 Pat Burton, Claresholm, Alberta
 1933 Pat Burton, Claresholm, Alberta
 1934 A. M. Burton, Claresholm, Alberta
 1935 Pat Burton, Claresholm, Alberta
 1936 Warner Linder, Cardston, Alberta
 1937 Pat Burton, Claresholm, Alberta
 1938 Hugh Connell, Stavely, Alberta
 1939 Al Galameau, Finnegan, Alberta

1940 Pat Burton, Claresholm, Alberta
 1941 W. M. Mounkes, Nanton, Alberta
 1942 Jack Morton, Warner, Alberta
 1943 Floyd Peters, Browning, Montana
 1944 Andy Gamlin, Wilson, Oklahoma
 1945 Floyd Peters, Havre, Montana
 1946 Al Galarneau, Sunnybrook, Alberta
 1947 George Leask, Madden, Alberta
 1948 F. C. Stover, Tularosa, New Mexico
 1949 Jimmie Cooper, Monument, New Mexico
 1950 Rudy Doucette, Phoenix, Arizona
 1951 Jim Stavely, Pawhuska, Oklahoma
 1952 F. C. Stover, Tularosa, New Mexico
 1953 F. C. Stover, Tularosa, New Mexico
 1954 Cliff Vandergrift, Turner Valley, Alberta
 1955 Byron Wulford, Tyler, Texas

1956 Byron Wulford, Tyler, Texas
 1957 Sonny Hendrich, Clovington, New Mexico
 1958 Dean Oliver, Fort Worth, Texas
 1959 Dale Smith, Phoenix, Arizona
 1960 Dale Smith, Chandler, Arizona
 1961 Vernon Kerns, Heame, Texas
 1962 Mel Potter, Tucson, Arizona
 1963 Dale Smith, Chandler, Arizona
 1964 Dean Oliver, Boise, Idaho
 1965 Lee Farris, Sebastopol, California
 1966 Richard Stowers, Medill, California
 1967 Lee Cockrell, Panhandle, Texas
 1968 Lorne Wells, Midnapore, Alberta
 1969 Dean Oliver, Boise, Idaho
 1970 Warren Wuthier, Banner, Wyoming

Winners of the Canadian All-Round Cowboy Championship

1924 P. LeGrande, Pincher Creek, Alberta
 1928 Lee A. Farris, DeWinton, Alberta
 1929 Lee A. Farris, DeWinton, Alberta
 1930 Frank Sharp, High River, Alberta
 1931 Herman Linder, Cardston, Alberta
 1932 Herman Linder, Cardston, Alberta
 1933 Herman Linder, Cardston, Alberta
 1934 Herman Linder, Cardston, Alberta
 1935 Herman Linder, Cardston, Alberta
 1936 Herman Linder, Cardston, Alberta
 1937 A. K. Lund, Milk River, Alberta
 1938 Herman Linder, Cardston, Alberta
 1939 Clark Lund, Raymond, Alberta
 1940 A. K. Lund, Milk River, Alberta
 1941 Frank McDonald, Maycroft, Alberta

1942 J. Robertson, Pincher Creek, Alberta
 1943 Wally Lindstrom, Airdrie, Alberta
 1944 Wally Lindstrom, Airdrie, Alberta
 1945 J. Robinson, Pincher Creek, Alberta
 1946 Frank Duce, Cardston, Alberta
 1947 Frank Duce, Cardston, Alberta
 1948 Ken Brower, Manyberries, Alberta
 1949 Reg Kesler, Rosemary, Alberta
 1950 Reg Kesler, Rosemary, Alberta
 1951 Harold Mandeville, Skiff, Alberta
 1952 Wilf Gerlitz, Black Diamond, Alberta
 1953 Gordon Earl, Newgate, B.C.
 1954 Gordon Earl, Newgate, B.C.
 1955 Wilf Gerlitz, Black Diamond, Alberta
 1956 Keith Hyland, Black Diamond, Alberta

1957 Keith Hyland, Black Diamond, Alberta
 1958 Wilf Gerlitz, Youngstown, Alberta
 1959 Wilf Gerlitz, Youngstown, Alberta
 1960 George Myren, Viking, Alberta
 1961 George Myren, Viking, Alberta
 1962 George Myren, Viking, Alberta
 1963 Kenny McLean, Okanagan Falls, B.C.
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Kenny McLean, Okanagan Falls, B.C.
 1966 Doug Flannigan, Okanagan Falls, B.C.
 1967 Tom Bews, Longview, Alberta
 1968 Kenny McLean, Okanagan Falls, B.C.
 1969 Gid Garstad, Black Diamond, Alberta
 1970 Gid Garstad, Black Diamond, Alberta

Winners of the North American All-Round Cowboy Championship

1928 Paddy Ryan, Ismay, Montana
 1929 Not awarded
 1930 Paddy Ryan, Ismay, Montana
 1931 Eddie Woods, Emmett, Idaho
 1932 Herman Linder, Cardston, Alberta
 1933 Eddie Woods, Emmett, Idaho
 1934 Herman Linder, Cardston, Alberta
 1935 Herman Linder, Cardston, Alberta
 1936 Herman Linder, Cardston, Alberta
 1937 Don Thompson, Black Diamond, Alberta
 1938 Herman Linder, Cardston, Alberta
 1939 Clark Lund, Raymond, Alberta
 1940 Jack Wade, Halkirk, Alberta
 1941 Frank MacDonald, Maycroft, Alberta
 1942 Arnold Montgomery, Dorothy, Alberta

1943 Arnold Montgomery, Dorothy, Alberta
 1944 Bill Linderman, Red Lodge, Montana
 1945 Bill Linderman, Red Lodge, Montana
 1946 Bill Linderman, Red Lodge, Montana
 1947 Bill Linderman, Red Lodge, Montana
 1948 Bill Linderman, Red Lodge, Montana
 1949 Eddie Akridge, Beaver, Oklahoma
 1950 Gerald Roberts, Strong City, Kansas
 1951 Bill Linderman, Red Lodge, Montana
 1952 Wilf Gerlitz, Black Diamond, Alberta
 1953 Del Hoverty, Benson, Arizona
 1954 Gordon Earl, Newgate, B.C.
 1955 Casey Tibbs, Fort Pierre, South Dakota
 1956 Keith Hyland, Black Diamond, Alberta
 1957 Keith Hyland, Black Diamond, Alberta

1958 Guy Weeks, Abilene, Texas
 1959 Del Hoverty, Casagrande, Arizona
 1960 George Myren, Viking, Alberta
 1961 Guy Weeks, Abilene, Texas
 1962 Guy Weeks, Abilene, Texas
 1963 Mac Griffith, Pendleton, Oregon
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Kenny McLean, Okanagan Falls, B.C.
 1966 Jim Houston, Omaha, Nebraska
 1967 Tom Bews, Longview, Alberta
 1968 Jim Houston, Omaha, Nebraska
 1969 Gid Garstad, Black Diamond, Alberta
 1970 Gid Garstad, Black Diamond, Alberta

Winners of the Steer Wrestling Contest

(Prior to 1967 this event was Steer Decorating Contest)

1967 Ray Duval, Boynton, Oklahoma
 1968 Mack Shriker, Sutherlin, Oregon

1969 Dave Penner, Scandia, Alberta

1970 Ed Galemba, Stratford, Connecticut

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SIXTH TO TWENTY-FIFTH TICKET HOLDERS WILL DIVIDE ----- \$15,000
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Glossary of Rodeo Terms

Association Saddle — Any saddle built to definite R.C.A. specifications and design and used in saddle bronc riding. It may belong either to the contestant or the rodeo producer.

Barrier — A rope stretched across the front end of the box from which the roper's or steer wrestler's horse comes when the barrier flag drops. According to the arena conditions, the stock is given a predetermined head start, or score, marked by a scoreline.

Breaking The Barrier — If the contestant rides through or breaks the barrier before it is released a penalty of ten seconds is added to this time.

Contract Acts — Any act that is retained on a contract by the rodeo committee to perform in the arena. Contract acts do not compete for prize money.

Day Money — The amount of prize money paid to the winners of each go-round.

Entry Fee — The money paid by a contestant to the rodeo secretary before he can enter an event or rodeo. The size of the fee varies with the amount of the rodeo purse, ranging from \$10 at the smallest rodeos to a maximum of \$100. Contestants must pay a separate entry fee for every event they compete in.

Hazer — A cowboy who rides along beside a steer on the opposite side from the steer wrestler to keep the steer from running away from the steer wrestler's horse.

No Time — When a flag fieldman waves "No Time" it means that the contestant has not caught or thrown his animal properly and receives no time on that animal in that go-round but is still entitled to compete in the next go-round.

Pickup Man — A mounted cowboy who helps the rider off a bronc when the ride is completed. The pickup man then removes the flank strap from the bronc and leads it out of the arena.

Pigging String — A short piece of soft rope by which a roper ties together the feet of a roped calf or steer.

Prize Money — Money paid to the winners of the various events in a rodeo. It is comprised of the purse put up by the rodeo committee and the entry fees paid by all of the contestants.

Pulling Leather — When a bronc rider holds on to the horn or any part of the saddle, he is said to be pulling leather.

Pulling leather disqualifies a saddle bronc rider if it is done before the ride is completed.

Score — The distance between the chute opening and the scoreline, or the amount of head start given to a steer or calf in a roping or steer wrestling event. The length of the score is usually determined by the size of the arena or other local conditions.

Untie Man — An arena employee who, after the flag-man has signalled that a tie has qualified, releases the calf or steer from both the rope and the pigging string. Untie men usually work in pairs.

Average — Contestants in rodeos with more than one go-round are paid off in prize money for the best average of all go-rounds. The winner of the average is the winner of that event at the rodeo.

Go-Round — That part of a rodeo that is required to allow each contestant to compete on one head of stock. The number of go-rounds in a rodeo may vary from one in a small one-day contest to as many as seven or more in the larger rodeos.

Ground Money — When all the contestants entered in an event fail to qualify so that no one wins, the purse and entry fees for the event are split equally among all entrants in the event.

Jack Pot — An event for which no purse is put up by the rodeo. Winners split all or part of the entry fees.

Re-Rides — Another ride given to a bronc rider or a bull rider in the same go-round when the first ride is unsatisfactory for any of several reasons, such as horse falling, not bucking.



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